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CONSUMER ATTITUDE
AND BEHAVIOR STUDY

Dinner Decision Making

Volume II

The Research Department
National Restaurant Association

Dinner Decision Making

A Consumer Attitude Survey

Volume II

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INTRODUCTION

The National Restaurant Association published highlights of its 1988 survey of consumer attitudes and behavior regarding the decision to purchase freshly prepared food for dinner in Dinner Decision Making: A Consumer Attitude Survey, Volume I. Because many researchers would have a need for more detailed information from this survey, the National Restaurant Association has published this separate report.

Dinner Decision Making: A Consumer Attitude Survey, Volume II provides detailed data on responses to all survey questions by each of the five dinner decision scenarios as well as a variety of demographic characteristics such as

- employment
- income
- education
- sex
- region of the country

The information presented in these tables is based on responses to a mail survey conducted between March and May 1988 for the National Restaurant Association. Study design and analysis was performed by Creative Research Associates of Chicago, Illinois.

Additional information of how the survey was conducted and technical description of the study methodology can be found in Volume I. Those who have questions concerning this report can contact the National Restaurant Association's Research

Department, 1200 Seventeenth St., N.W., Washington, D.C. 20036 or call (202) 331-5962.

A copy of the questionnaire can be found at the end of this report. The table information, including responses to each inquiry by each of the five dinner decision scenarios, is arranged as follows:

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Tableservice Restaurant (with per person check of $10 or more 1-33

Tableservice Restaurant (with per person check less than $10) 1-33

Fast Food Restaurant (dinner eaten on the premises 1-33

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NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

Q.1 MOST RECENT DINNER OCCASION - DAY OF THE WEEK

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	10	3	5	1	0	1	11	2	7	2	0	0	8	1	3	0	1	3
TOTAL ANSWERING	688	412	150	21	71	17	885	219	326	84	132	121	668	32	157	71	126	278
SUNDAY	123	72	31	6	11	3	139	36	55	7	28	12	62	5	12	7	16	22
	17.9	17.5	20.7	28.6	15.5	17.6	15.7	16.4	16.9	8.3	21.2	9.9	9.3	15.6	7.6	9.9	12.7	7.9
MONDAY	26	15	8	0	3	0	51	17	17	4	5	8	53	1	9	5	12	26
	3.8	3.6	5.3	-	4.2	-	5.8	7.8	5.2	4.8	3.8	6.6	7.9	3.1	5.7	7.0	9.5	9.4
TUESDAY	35	16	8	2	5	1	88	22	33	9	10	14	89	5	23	3	10	48
	5.1	3.9	5.3	9.5	7.0	5.9	9.9	10.0	10.1	10.7	7.6	11.6	13.3	15.6	14.6	4.2	7.9	17.3
WEDNESDAY	64	35	19	3	6	0	122	27	34	13	18	30	120	1	29	16	18	55
	9.3	8.5	12.7	14.3	8.5	-	13.8	12.3	10.4	15.5	13.6	24.8	18.0	3.1	18.5	22.5	14.3	19.8
THURSDAY	74	43	10	3	10	5	89	19	38	5	9	18	102	6	24	8	21	43
	10.8	10.4	6.7	14.3	14.1	29.4	10.1	8.7	11.7	6.0	6.8	14.9	15.3	18.8	15.3	11.3	16.7	15.5
FRIDAY	148	86	29	4	16	6	213	48	87	25	32	19	126	2	34	18	23	46
	21.5	20.9	19.3	19.0	22.5	35.3	24.1	21.9	26.7	29.8	24.2	15.7	18.9	6.3	21.7	25.4	18.3	16.5
SATURDAY	218	145	45	3	20	2	183	50	62	21	30	20	116	12	26	14	26	38
	31.7	35.2	30.0	14.3	28.2	11.8	20.7	22.8	19.0	25.0	22.7	16.5	17.4	37.5	16.6	19.7	20.6	13.7
SIGMA	688	412	150	21	71	17	885	219	326	84	132	121	668	32	157	71	126	278
	100.1	100.0	100.0	100.0	100.0	100.0	100.1	99.9	100.0	100.1	99.9	100.0	100.1	100.0	100.0	100.0	100.0	100.1

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

Q.2 MOST RECENT DINNER OCCASION - TIME OF DAY WHEN ARRIVED

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	12	5	5	1	0	1	18	5	10	2	0	1	16	0	7	2	5	1
TOTAL ANSWERING	686	410	150	21	71	17	878	216	323	84	132	120	660	33	153	69	122	280
4 TO 5PM	82	35	27	4	8	4	155	42	61	15	15	21	193	7	53	26	33	74
	12.0	8.5	18.0	19.0	11.3	23.5	17.7	19.4	18.9	17.9	11.4	17.5	29.2	21.2	34.6	37.7	27.0	26.4
5 TO 6PM	119	75	26	5	9	3	245	49	109	21	35	29	204	11	49	15	35	94
	17.3	18.3	17.3	23.8	12.7	17.6	27.9	22.7	33.7	25.0	26.5	24.2	30.9	33.3	32.0	21.7	28.7	33.6
6 TO 7PM	217	131	52	2	26	3	260	57	91	32	44	36	142	3	32	13	29	63
	31.6	32.0	34.7	9.5	36.6	17.6	29.6	26.4	28.2	38.1	33.3	30.0	21.5	9.1	20.9	18.8	23.8	22.5
7 TO 8PM	205	130	35	7	20	6	159	48	46	9	31	25	76	7	9	9	19	31
	29.9	31.7	23.3	33.3	28.2	35.3	18.1	22.2	14.2	10.7	23.5	20.8	11.5	21.2	5.9	13.0	15.6	11.1
8 TO 9PM	48	30	7	2	6	1	40	13	12	6	4	5	21	4	5	1	2	9
	7.0	7.3	4.7	9.5	8.5	5.9	4.6	6.0	3.7	7.1	3.0	4.2	3.2	12.1	3.3	1.4	1.6	3.2
9 TO 10PM	13	7	3	1	2	0	11	3	2	1	2	3	16	1	3	4	2	6
	1.9	1.7	2.0	4.8	2.8	-	1.3	1.4	.6	1.2	1.5	2.5	2.4	3.0	2.0	5.8	1.6	2.1
AFTER 10PM	2	2	0	0	0	0	8	4	2	0	1	1	8	0	2	1	2	3
	.3	.5	-	-	-	-	.9	1.9	.6	-	.8	.8	1.2	-	1.3	1.4	1.6	1.1
SIGMA	686	410	150	21	71	17	878	216	323	84	132	120	660	33	153	69	122	280
	100.0	100.0	100.0	99.9	100.1	99.9	100.1	100.0	99.9	100.0	100.0	100.0	99.9	99.9	100.0	99.8	99.9	100.0

Q.3 MOST RECENT DINNER OCCASION - WHEN DECISION WAS MADE TO GO THERE/TO PURCHASE CARRY OUT/TO CALL

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	7	1	3	1	1	1	7	1	3	2	1	0	3	0	1	0	1	1
TOTAL ANSWERING	691	414	152	21	70	17	889	220	330	84	131	121	673	33	159	71	126	280
LESS THAN AN HOUR BEFORE GOING THERE	123	52	34	6	21	6	394	64	132	43	73	82	463	12	97	48	86	218
	17.8	12.6	22.4	28.6	30.0	35.3	44.3	29.1	40.0	51.2	55.7	67.8	68.8	36.4	61.0	67.6	68.3	77.9
ONE TO TWO HOURS IN ADVANCE	84	47	18	4	10	5	155	34	63	20	20	16	102	7	32	13	18	31
	12.2	11.4	11.8	19.0	14.3	29.4	17.4	15.5	19.1	23.8	15.3	13.2	15.2	21.2	20.1	18.3	14.3	11.1
ON THE SAME DAY, BUT MORE THAN TWO HOURS IN ADVANCE	152	86	41	7	9	3	172	51	78	12	18	13	77	12	28	7	9	20
	22.0	20.8	27.0	33.3	12.9	17.6	19.3	23.2	23.6	14.3	13.7	10.7	11.4	36.4	17.6	9.9	7.1	7.1
A DAY OR MORE IN ADVANCE	332	229	59	4	30	3	168	71	57	9	20	10	31	2	2	3	13	11
	48.0	55.3	38.8	19.0	42.9	17.6	18.9	32.3	17.3	10.7	15.3	8.3	4.6	6.1	1.3	4.2	10.3	3.9
SIGMA	691	414	152	21	70	17	889	220	330	84	131	121	673	33	159	71	126	280
	100.0	100.1	100.0	99.9	100.1	99.9	99.9	100.1	100.0	100.0	100.0	100.0	100.0	100.1	100.0	100.0	100.0	100.0

Q.48 MOST RECENT DINNER OCCASION - TOTAL TIME SPENT IN RESTAURANT/EATING DINNER

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	7	1	3	1	0	1	10	3	5	2	0	0	3	0	1	0	1	1
TOTAL ANSWERING	691	414	152	21	71	17	886	218	328	84	132	121	673	33	159	71	126	280
LESS THAN 10 MINUTES (5)	1	0	0	0	0	1	0	0	0	0	0	0	9	0	2	1	1	5
	.1	-	-	-	-	5.9	-	-	-	-	-	-	1.3	-	1.3	1.4	.8	1.8
10 TO 20 MINUTES (15)	1	0	0	0	0	0	4	0	2	0	2	0	59	0	9	4	8	38
	.1	-	-	-	-	-	.5	-	.6	-	1.5	-	8.8	-	5.7	5.6	6.3	13.6
20 TO 30 MINUTES (25)	2	0	1	0	1	0	35	2	11	5	6	10	217	5	41	28	46	96
	.3	-	.7	-	1.4	-	4.0	.9	3.4	6.0	4.5	8.3	32.2	15.2	25.8	39.4	36.5	34.3
30 TO 45 MINUTES (37.5)	17	8	3	0	3	2	157	25	51	22	25	33	247	11	61	27	49	97
	2.5	1.9	2.0	-	4.2	11.8	17.7	11.5	15.5	26.2	18.9	27.3	36.7	33.3	38.4	38.0	38.9	34.6
45 MINUTES TO 1 HOUR (52.5)	137	63	37	7	17	9	357	77	146	30	54	49	120	13	39	11	18	38
	19.8	15.2	24.3	33.3	23.9	52.9	40.3	35.3	44.5	35.7	40.9	40.5	17.8	39.4	24.5	15.5	14.3	13.6
1 TO 1 1/2 HOURS (75)	300	171	74	10	35	4	276	87	102	24	37	26	17	3	6	0	4	4
	43.4	41.3	48.7	47.6	49.3	23.5	31.2	39.9	31.1	28.6	28.0	21.5	2.5	9.1	3.8	-	3.2	1.4
1 1/2 TO 2 HOURS (105)	161	116	30	4	8	1	40	17	12	2	7	2	2	0	1	0	0	1
	23.3	28.0	19.7	19.0	11.3	5.9	4.5	7.8	3.7	2.4	5.3	1.7	.3	-	.6	-	-	.4
OVER 2 HOURS (135)	72	56	7	0	7	0	17	10	4	1	1	1	2	1	0	0	0	1
	10.4	13.5	4.6	-	9.9	-	1.9	4.6	1.2	1.2	.8	.8	.3	3.0	-	-	-	.4
MEAN	82.5	87.4	77.1	73.2	76.6	56.3	59.5	67.4	58.9	55.6	57.6	52.5	35.2	47.9	38.1	33.2	34.6	32.7
STD. DEV.	26.1	26.3	22.6	18.8	26.1	21.3	21.0	23.3	19.2	19.8	20.4	18.4	14.9	20.8	14.8	11.1	12.9	14.8
STD. ERR.	.995	1.293	1.831	4.105	3.093	5.159	.704	1.578	1.062	2.156	1.774	1.669	.573	3.625	1.177	1.315	1.152	.887
SIGMA	691	414	152	21	71	17	886	218	328	84	132	121	673	33	159	71	126	280
	99.9	99.9	100.0	99.9	100.0	100.0	100.1	100.0	100.0	100.1	99.9	100.1	99.9	100.0	100.1	99.9	100.0	100.1

Q.5A MOST RECENT DINNER OCCASION - TOTAL PEOPLE IN PARTY

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	16	5	6	1	1	1	31	6	13	3	1	8	28	1	7	1	5	14
TOTAL ANSWERING	682	410	149	21	70	17	865	215	320	83	131	113	648	32	153	70	122	267
TOTAL PEOPLE IN PARTY																		
1	11	5	1	0	2	3	21	3	9	2	4	2	50	0	9	7	8	26
	1.6	1.2	.7	-	2.9	17.6	2.4	1.4	2.8	2.4	3.1	1.8	7.7	-	5.9	10.0	6.6	9.7
2	268	148	69	10	27	7	379	82	158	43	36	59	273	13	67	36	41	113
	39.3	36.1	46.3	47.6	38.6	41.2	43.8	38.1	49.4	51.8	27.5	52.2	42.1	40.6	43.8	51.4	33.6	42.3
3	83	44	25	5	5	4	133	20	48	12	34	19	117	6	29	10	29	42
	12.2	10.7	16.8	23.8	7.1	23.5	15.4	9.3	15.0	14.5	26.0	16.8	18.1	18.8	19.0	14.3	23.8	15.7
4	159	103	38	3	11	2	177	50	57	17	30	23	131	8	35	12	25	51
	23.3	25.1	25.5	14.3	15.7	11.8	20.5	23.3	17.8	20.5	22.9	20.4	20.2	25.0	22.9	17.1	20.5	19.1
5	44	28	7	0	7	1	57	16	19	7	9	6	49	3	8	3	13	22
	6.5	6.8	4.7	-	10.0	5.9	6.6	7.4	5.9	8.4	6.9	5.3	7.6	9.4	5.2	4.3	10.7	8.2
6	48	32	3	2	8	0	44	15	15	2	8	3	12	1	1	0	4	6
	7.0	7.8	2.0	9.5	11.4	-	5.1	7.0	4.7	2.4	6.1	2.7	1.9	3.1	.7	-	3.3	2.2
7	14	12	2	0	0	0	9	6	0	0	3	0	8	0	3	0	0	5
	2.1	2.9	1.3	-	-	-	1.0	2.8	-	-	2.3	-	1.2	-	2.0	-	-	1.9
8	21	17	0	0	3	0	18	9	5	0	3	1	4	0	0	1	1	2
	3.1	4.1	-	-	4.3	-	2.1	4.2	1.6	-	2.3	.9	.6	-	-	1.4	.8	.7
9	9	7	1	0	0	0	9	5	3	0	1	0	2	1	0	0	1	0
	1.3	1.7	.7	-	-	-	1.0	2.3	.9	-	.8	-	.3	3.1	-	-	.8	-
10	7	6	0	0	1	0	5	1	3	0	1	0	1	0	1	0	0	0
	1.0	1.5	-	-	1.4	-	.6	.5	.9	-	.8	-	.2	-	.7	-	-	-
11 OR MORE	18	8	3	1	6	0	13	8	3	0	2	0	1	0	0	1	0	0
	2.6	2.0	2.0	4.8	8.6	-	1.5	3.7	.9	-	1.5	-	.2	-	-	1.4	-	-

Q.5A MOST RECENT DINNER OCCASION - TOTAL PEOPLE IN PARTY

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
MEAN	4.0	4.2	3.2	4.4	5.0	2.5	3.6	4.6	3.2	2.9	4.0	2.9	3.0	3.3	2.9	2.8	3.1	2.9
STD. DEV.	3.6	3.5	2.0	6.9	4.9	1.1	4.3	7.5	2.0	1.2	4.3	1.2	1.5	1.6	1.3	1.8	1.4	1.4
STD. ERR.	.137	.175	.164	1.503	.590	.273	.147	.509	.112	.129	.374	.114	.057	.275	.109	.218	.129	.087
SIGMA	682	410	149	21	70	17	865	215	320	83	131	113	648	32	153	70	122	267
	100.0	99.9	100.0	100.0	100.0	100.0	100.0	100.0	99.9	100.0	100.2	100.1	100.1	100.0	100.2	99.9	100.1	99.8

Q.5B MOST RECENT DINNER OCCASION - NUMBER OF ADULTS

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	16	6	6	1	0	1	31	6	13	3	2	7	29	1	7	1	6	14
TOTAL ANSWERING	682	409	149	21	71	17	865	215	320	83	130	114	647	32	153	70	121	267
NUMBER OF ADULTS IN PARTY																		
0	1	0	0	0	1	0	1	0	0	0	0	1	0	0	0	0	0	0
	.1	-	-	-	1.4	-	.1	-	-	-	-	.9	-	-	-	-	-	-
1	13	6	2	0	2	3	39	9	12	5	8	4	122	4	20	13	26	58
	1.9	1.5	1.3	-	2.8	17.6	4.5	4.2	3.8	6.0	6.2	3.5	18.9	12.5	13.1	18.6	21.5	21.7
2	327	170	88	14	36	10	550	118	207	62	74	88	446	19	104	50	81	189
	47.9	41.6	59.1	66.7	50.7	58.8	63.6	54.9	64.7	74.7	56.9	77.2	68.9	59.4	68.0	71.4	66.9	70.8
3	74	47	17	2	7	1	95	8	41	11	24	10	40	3	18	2	6	11
	10.9	11.5	11.4	9.5	9.9	5.9	11.0	3.7	12.8	13.3	18.5	8.8	6.2	9.4	11.8	2.9	5.0	4.1
4	150	106	32	2	6	2	110	45	39	4	13	9	26	4	8	3	5	6
	22.0	25.9	21.5	9.5	8.5	11.8	12.7	20.9	12.2	4.8	10.0	7.9	4.0	12.5	5.2	4.3	4.1	2.2
5	26	17	3	0	5	1	18	7	5	0	5	1	8	2	2	0	2	2
	3.8	4.2	2.0	-	7.0	5.9	2.1	3.3	1.6	-	3.8	.9	1.2	6.3	1.3	-	1.7	.7
6	40	28	3	2	5	0	22	11	7	1	2	1	2	0	0	1	1	0
	5.9	6.8	2.0	9.5	7.0	-	2.5	5.1	2.2	1.2	1.5	.9	.3	-	-	1.4	.8	-
7	8	8	0	0	0	0	5	3	1	0	1	0	2	0	0	1	0	1
	1.2	2.0	-	-	-	-	.6	1.4	.3	-	.8	-	.3	-	-	1.4	-	.4
8	14	8	2	0	2	0	11	6	5	0	0	0	0	0	0	0	0	0
	2.1	2.0	1.3	-	2.8	-	1.3	2.8	1.6	-	-	-	-	-	-	-	-	-
9	5	5	0	0	0	0	2	2	0	0	0	0	0	0	0	0	0	0
	.7	1.2	-	-	-	-	.2	.9	-	-	-	-	-	-	-	-	-	-
10	7	6	0	0	1	0	3	1	1	0	1	0	1	0	1	0	0	0
	1.0	1.5	-	-	1.4	-	.3	.5	.3	-	.8	-	.2	-	.7	-	-	-
11 OR MORE	17	8	2	1	6	0	9	5	2	0	2	0	0	0	0	0	0	0
	2.5	2.0	1.3	4.8	8.5	-	1.0	2.3	.6	-	1.5	-	-	-	-	-	-	-

Q.58 MOST RECENT DINNER OCCASION - NUMBER OF ADULTS

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
MEAN	3.6	3.8	2.9	4.2	4.3	2.3	2.9	3.9	2.7	2.2	3.1	2.3	2.0	2.4	2.2	2.1	2.0	1.9
STD. DEV.	3.4	3.4	1.8	6.9	4.7	1.1	4.2	7.4	1.7	.7	4.3	.8	.9	1.1	1.0	1.0	.8	.7
STD. ERR.	.131	.168	.144	1.516	.563	.268	.144	.506	.094	.080	.373	.075	.034	.190	.079	.118	.077	.043
SIGMA	682	409	149	21	71	17	865	215	320	83	130	114	647	32	153	70	121	267
	100.0	100.2	99.9	100.0	100.0	100.0	99.9	100.0	100.1	100.0	100.0	100.1	100.0	100.1	100.1	100.0	100.0	99.9

Q.5C MOST RECENT DINNER OCCASION - NUMBER OF CHILDREN AGE 12 OR UNDER

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	403	229	100	11	42	10	519	129	209	49	63	68	337	13	88	37	53	143
TOTAL ANSWERING	295	186	55	11	29	8	377	92	124	37	69	53	339	20	72	34	74	138
NUMBER OF CHILDREN AGE 12 OR UNDER																		
0	176	119	27	7	14	6	138	37	50	9	18	23	81	8	24	13	10	26
	59.7	64.0	49.1	63.6	48.3	75.0	36.6	40.2	40.3	24.3	26.1	43.4	23.9	40.0	33.3	38.2	13.5	18.8
1	67	40	16	3	3	2	95	26	29	10	21	9	94	4	17	10	25	37
	22.7	21.5	29.1	27.3	10.3	25.0	25.2	28.3	23.4	27.0	30.4	17.0	27.7	20.0	23.6	29.4	33.8	26.8
2	37	20	8	1	8	0	95	16	33	13	19	14	115	6	25	7	27	50
	12.5	10.8	14.5	9.1	27.6	-	25.2	17.4	26.6	35.1	27.5	26.4	33.9	30.0	34.7	20.6	36.5	36.2
3	11	5	3	0	3	0	33	7	8	5	8	4	34	1	6	3	9	15
	3.7	2.7	5.5	-	10.3	-	8.8	7.6	6.5	13.5	11.6	7.5	10.0	5.0	8.3	8.8	12.2	10.9
4	4	2	1	0	1	0	11	5	2	0	1	3	11	1	0	0	2	8
	1.4	1.1	1.8	-	3.4	-	2.9	5.4	1.6	-	1.4	5.7	3.2	5.0	-	-	2.7	5.8
5	0	0	0	0	0	0	2	0	1	0	1	0	3	0	0	0	1	2
	-	-	-	-	-	-	.5	-	.8	-	1.4	-	.9	-	-	-	1.4	1.4
6	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	.3	1.1	-	-	-	-	-	-	-	-	-	-
7	0	0	0	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0
	-	-	-	-	-	-	.3	-	-	-	1.4	-	-	-	-	-	-	-
8	0	0	0	0	0	0	1	0	1	0	0	0	1	0	0	1	0	0
	-	-	-	-	-	-	.3	-	.8	-	-	-	.3	-	-	2.9	-	-
MEAN	.6	.6	.8	.5	1.1	.3	1.2	1.1	1.1	1.4	1.4	1.2	1.5	1.2	1.2	1.2	1.6	1.6
STD. DEV.	.9	.9	1.0	.7	1.2	.5	1.3	1.3	1.3	1.0	1.3	1.2	1.2	1.2	1.0	1.6	1.0	1.2
STD. ERR.	.054	.064	.135	.207	.229	.164	.064	.133	.113	.166	.158	.169	.063	.264	.118	.266	.121	.099
SIGMA	295	186	55	11	29	8	377	92	124	37	69	53	339	20	72	34	74	138
	100.0	100.1	100.0	100.0	99.9	100.0	100.1	100.0	100.0	99.9	99.8	100.0	99.9	100.0	99.9	99.9	100.1	99.9

Q.5D MOST RECENT DINNER OCCASION - NUMBER OF CHILDREN AGE 13-17

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	473	262	123	13	52	12	669	152	259	72	93	91	496	23	113	48	99	210
TOTAL ANSWERING	225	153	32	9	19	6	227	69	74	14	39	30	180	10	47	23	28	71
NUMBER OF CHILDREN AGE 13 TO 17																		
0	187	127	27	9	16	5	159	39	60	11	25	23	100	6	23	15	15	41
	83.1	83.0	84.4	100.0	84.2	83.3	70.0	56.5	81.1	78.6	64.1	76.7	55.6	60.0	48.9	65.2	53.6	57.7
1	26	18	5	0	1	1	46	18	11	2	8	7	61	3	20	7	10	20
	11.6	11.8	15.6	-	5.3	16.7	20.3	26.1	14.9	14.3	20.5	23.3	33.9	30.0	42.6	30.4	35.7	28.2
2	11	8	0	0	1	0	15	7	2	1	5	0	14	0	4	1	2	7
	4.9	5.2	-	-	5.3	-	6.6	10.1	2.7	7.1	12.8	-	7.8	-	8.5	4.3	7.1	9.9
3	0	0	0	0	0	0	5	4	0	0	1	0	2	1	0	0	0	1
	-	-	-	-	-	-	2.2	5.8	-	-	2.6	-	1.1	10.0	-	-	-	1.4
4	1	0	0	0	1	0	0	0	0	0	0	0	2	0	0	0	0	2
	.4	-	-	-	5.3	-	-	-	-	-	-	-	1.1	-	-	-	-	2.8
6	0	0	0	0	0	0	1	1	0	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	.4	1.4	-	-	-	-	-	-	-	-	-	-
7	0	0	0	0	0	0	1	0	1	0	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	.4	-	1.4	-	-	-	-	-	-	-	-	-
8	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	0	1	0
	-	-	-	-	-	-	-	-	-	-	-	-	.6	-	-	-	3.6	-
MEAN	.2	.2	.2	.0	.4	.2	.5	.7	.3	.3	.6	.2	.6	.6	.6	.4	.8	.6
STD. DEV.	.6	.5	.4	.0	1.0	.4	.9	1.1	.9	.6	.8	.4	1.0	1.0	.6	.6	1.5	.9
STD. ERR.	.038	.043	.065	.000	.232	.167	.060	.132	.107	.163	.129	.079	.071	.306	.095	.122	.293	.110
SIGMA	225	153	32	9	19	6	227	69	74	14	39	30	180	10	47	23	28	71
	100.0	100.0	100.0	100.0	100.1	100.0	99.9	99.9	100.1	100.0	100.0	100.0	100.1	100.0	100.0	99.9	100.0	100.0

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD DINNER AT A SIT DOWN RESTAURANT, FAST FOOD RESTAURANT OR CAFETERIA/BUFFET

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
TOTAL ANSWERING	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NET: FISH/SEAFOOD	146	86	29	8	18	3	77	21	29	10	11	6	43	2	13	8	9	11
	20.9	20.7	18.7	36.4	25.4	16.7	8.6	9.5	8.7	11.6	8.3	5.0	6.4	6.1	8.1	11.3	7.1	3.9
SUBNET: NATIONAL/REGIONAL CHAIN	27	13	5	1	7	0	37	11	13	6	3	4	32	2	9	2	8	11
	18.5	15.1	17.2	12.5	38.9	-	48.1	52.4	44.8	60.0	27.3	66.7	74.4	100.0	69.2	25.0	88.9	100.0
SUBNET: NON-CHAIN	119	73	24	7	11	3	40	10	16	4	8	2	11	0	4	6	1	0
	81.5	84.9	82.8	87.5	61.1	100.0	51.9	47.6	55.2	40.0	72.7	33.3	25.6	-	30.8	75.0	11.1	-
NET: AMERICAN	132	81	25	2	14	6	88	21	34	4	15	14	33	1	3	2	7	20
	18.9	19.5	16.1	9.1	19.7	33.3	9.8	9.5	10.2	4.7	11.4	11.6	4.9	3.0	1.9	2.8	5.5	7.1
SUBNET: NATIONAL/REGIONAL CHAIN	9	6	2	0	0	1	25	4	12	2	2	5	31	1	2	1	7	20
	6.8	7.4	8.0	-	-	16.7	28.4	19.0	35.3	50.0	13.3	35.7	93.9	100.0	66.7	50.0	100.0	100.0
SUBNET: NON-CHAIN	123	75	23	2	14	5	63	17	22	2	13	9	2	0	1	1	0	0
	93.2	92.6	92.0	100.0	100.0	83.3	71.6	81.0	64.7	50.0	86.7	64.3	6.1	-	33.3	50.0	-	-
NET: ORIENTAL	47	27	9	3	6	1	48	19	14	5	6	4	7	0	3	3	1	0
	6.7	6.5	5.8	13.6	8.5	5.6	5.4	8.6	4.2	5.8	4.5	3.3	1.0	-	1.9	4.2	.8	-
SUBNET: NATIONAL/REGIONAL CHAIN	1	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0
	2.1	-	-	-	16.7	-	-	-	-	-	-	-	-	-	-	-	-	-
SUBNET: NON-CHAIN	46	27	9	3	5	1	48	19	14	5	6	4	7	0	3	3	1	0
	97.9	100.0	100.0	100.0	83.3	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	-	100.0	100.0	100.0	-
NET: ITALIAN	50	34	14	0	2	0	35	10	11	7	5	2	3	0	2	0	1	0
	7.2	8.2	9.0	-	2.8	-	3.9	4.5	3.3	8.1	3.8	1.7	.4	-	1.3	-	.8	-

. Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD DINNER AT A SIT DOWN RESTAURANT, FAST FOOD RESTAURANT OR CAFETERIA/BUFFET

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	4 11.4	0 -	2 18.2	1 14.3	1 20.0	0 -	1 33.3	0 -	1 50.0	0 -	0 -	0 -
SUBNET: NON-CHAIN	50 100.0	34 100.0	14 100.0	0 -	2 100.0	0 -	31 88.6	10 100.0	9 81.8	6 85.7	4 80.0	2 100.0	2 66.7	0 -	1 50.0	0 -	1 100.0	0 -
NET: OTHER ETHNIC	46 6.6	32 7.7	3 1.9	1 4.5	7 9.9	1 5.6	67 7.5	26 11.8	22 6.6	7 8.1	6 4.5	6 5.0	35 5.2	1 3.0	4 2.5	11 15.5	9 7.1	10 3.6
SUBNET: NATIONAL/REGIONAL CHAIN	6 13.0	5 15.6	0 -	0 -	1 14.3	0 -	17 25.4	8 30.8	6 27.3	1 14.3	1 16.7	1 16.7	23 65.7	0 -	2 50.0	10 90.9	6 66.7	5 50.0
SUBNET: NON-CHAIN	40 87.0	27 84.4	3 100.0	1 100.0	6 85.7	1 100.0	50 74.6	18 69.2	16 72.7	6 85.7	5 83.3	5 83.3	12 34.3	1 100.0	2 50.0	1 9.1	3 33.3	5 50.0
NET: BARBECUE	6 .9	3 .7	2 1.3	1 4.5	0 -	0 -	14 1.6	5 2.3	2 .6	3 3.5	2 1.5	2 1.7	8 1.2	0 -	5 3.1	1 1.4	1 .8	1 .4
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	2 14.3	1 20.0	0 -	0 -	0 -	1 50.0	4 50.0	0 -	2 40.0	1 100.0	0 -	1 100.0
SUBNET: NON-CHAIN	6 100.0	3 100.0	2 100.0	1 100.0	0 -	0 -	12 85.7	4 80.0	2 100.0	3 100.0	2 100.0	1 50.0	4 50.0	0 -	3 60.0	0 -	1 100.0	0 -
NET: STEAK	81 11.6	46 11.1	23 14.8	4 18.2	3 4.2	2 11.1	82 9.2	26 11.8	24 7.2	11 12.8	15 11.4	6 5.0	5 .7	1 3.0	4 2.5	0 -	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	22 27.2	10 21.7	11 47.8	0 -	0 -	1 50.0	58 70.7	21 80.8	17 70.8	7 63.6	9 60.0	4 66.7	3 60.0	1 100.0	2 50.0	0 -	0 -	0 -
SUBNET: NON-CHAIN	59 72.8	36 78.3	12 52.2	4 100.0	3 100.0	1 50.0	24 29.3	5 19.2	7 29.2	4 36.4	6 40.0	2 33.3	2 40.0	0 -	2 50.0	0 -	0 -	0 -

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD DINNER AT A SIT DOWN RESTAURANT, FAST FOOD RESTAURANT OR CAFETERIA/BUFFET

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
NET: HAMBURGER	1	0	1	0	0	0	26	4	8	3	5	6	372	17	73	23	62	194
	.1	-	.6	-	-	-	2.9	1.8	2.4	3.5	3.8	5.0	55.0	51.5	45.6	32.4	48.8	69.0
SUBNET: NATIONAL/REGIONAL CHAIN	0	0	0	0	0	0	14	2	3	2	2	5	345	15	68	20	58	182
	-	-	-	-	-	-	53.8	50.0	37.5	66.7	40.0	83.3	92.7	88.2	93.2	87.0	93.5	93.8
SUBNET: NON-CHAIN	1	0	1	0	0	0	12	2	5	1	3	1	27	2	5	3	4	12
	100.0	-	100.0	-	-	-	46.2	50.0	62.5	33.3	60.0	16.7	7.3	11.8	6.8	13.0	6.5	6.2
NET: SANDWICH	3	1	0	0	2	0	7	0	1	2	2	2	44	1	13	6	5	19
	.4	.2	-	-	2.8	-	.8	-	.3	2.3	1.5	1.7	6.5	3.0	8.1	8.5	3.9	6.8
SUBNET: NATIONAL/REGIONAL CHAIN	0	0	0	0	0	0	3	0	0	1	1	1	36	1	13	5	4	13
	-	-	-	-	-	-	42.9	-	-	50.0	50.0	50.0	81.8	100.0	100.0	83.3	80.0	68.4
SUBNET: NON-CHAIN	3	1	0	0	2	0	4	0	1	1	1	1	8	0	0	1	1	6
	100.0	100.0	-	-	100.0	-	57.1	-	100.0	50.0	50.0	50.0	18.2	-	-	16.7	20.0	31.6
NET: CHICKEN	5	2	1	0	1	1	14	2	8	1	3	0	26	1	8	4	9	4
	.7	.5	.6	-	1.4	5.6	1.6	.9	2.4	1.2	2.3	-	3.8	3.0	5.0	5.6	7.1	1.4
SUBNET: NATIONAL/REGIONAL CHAIN	0	0	0	0	0	0	5	1	3	0	1	0	18	1	3	4	7	3
	-	-	-	-	-	-	35.7	50.0	37.5	-	33.3	-	69.2	100.0	37.5	100.0	77.8	75.0
SUBNET: NON-CHAIN	5	2	1	0	1	1	9	1	5	1	2	0	8	0	5	0	2	1
	100.0	100.0	100.0	-	100.0	100.0	64.3	50.0	62.5	100.0	66.7	-	30.8	-	62.5	-	22.2	25.0
NET: PIZZA	3	1	1	0	1	0	57	13	12	8	14	10	23	1	4	4	8	6
	.4	.2	.6	-	1.4	-	6.4	5.9	3.6	9.3	10.6	8.3	3.4	3.0	2.5	5.6	6.3	2.1
SUBNET: NATIONAL/REGIONAL CHAIN	1	0	0	0	1	0	36	9	7	5	10	5	14	0	3	2	7	2
	33.3	-	-	-	100.0	-	63.2	69.2	58.3	62.5	71.4	50.0	60.9	-	75.0	50.0	87.5	33.3

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD DINNER AT A SIT DOWN RESTAURANT, FAST FOOD RESTAURANT OR CAFETERIA/BUFFET

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
SUBNET: NON-CHAIN	2	1	1	0	0	0	21	4	5	3	4	5	9	1	1	2	1	4
	66.7	100.0	100.0	-	-	-	36.8	30.8	41.7	37.5	28.6	50.0	39.1	100.0	25.0	50.0	12.5	66.7
NET: CAFETERIA	0	0	0	0	0	0	11	2	8	0	1	0	3	1	1	0	0	1
	-	-	-	-	-	-	1.2	.9	2.4	-	.8	-	.4	3.0	.6	-	-	.4
SUBNET: NATIONAL/REGIONAL CHAIN	0	0	0	0	0	0	3	0	2	0	1	0	2	1	1	0	0	0
	-	-	-	-	-	-	27.3	-	25.0	-	100.0	-	66.7	100.0	100.0	-	-	-
SUBNET: NON-CHAIN	0	0	0	0	0	0	8	2	6	0	0	0	1	0	0	0	0	1
	-	-	-	-	-	-	72.7	100.0	75.0	-	-	-	33.3	-	-	-	-	100.0
NET: FAMILY/GEN AL MENU	132	72	38	2	13	3	340	63	150	23	42	60	47	5	19	5	7	10
	18.9	17.3	24.5	9.1	18.3	16.7	37.9	28.5	45.0	26.7	31.8	49.6	7.0	15.2	11.9	7.0	5.5	3.6
SUBNET: NATIONAL/REGIONAL CHAIN	10	2	8	0	0	0	98	14	49	5	12	18	35	4	14	4	5	7
	7.6	2.8	21.1	-	-	-	28.8	22.2	32.7	21.7	28.6	30.0	74.5	80.0	73.7	80.0	71.4	70.0
SUBNET: NON-CHAIN	122	70	30	2	13	3	242	49	101	18	30	42	12	1	5	1	2	3
	92.4	97.2	78.9	100.0	100.0	100.0	71.2	77.8	67.3	78.3	71.4	70.0	25.5	20.0	26.3	20.0	28.6	30.0
NET: OTHER	36	27	5	1	3	0	24	8	7	1	5	3	20	2	7	3	4	4
	5.2	6.5	3.2	4.5	4.2	-	2.7	3.6	2.1	1.2	3.8	2.5	3.0	6.1	4.4	4.2	3.1	1.4
SUBNET: NATIONAL/REGIONAL CHAIN	4	2	1	0	1	0	4	3	0	0	0	1	14	2	6	1	3	2
	11.1	7.4	20.0	-	33.3	-	16.7	37.5	-	-	-	33.3	70.0	100.0	85.7	33.3	75.0	50.0
SUBNET: NON-CHAIN	32	25	4	1	2	0	20	5	7	1	5	2	6	0	1	2	1	2
	88.9	92.6	80.0	100.0	66.7	-	83.3	62.5	100.0	100.0	100.0	66.7	30.0	-	14.3	66.7	25.0	50.0

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD DINNER AT A SIT DOWN RESTAURANT, FAST FOOD RESTAURANT OR CAFETERIA/BUFFET

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA- VING	COMBO OF CIRC	EA- SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA- VING	COMBO OF CIRC	EA- SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA- VING	COMBO OF CIRC	EA- SIEST THING AVAIL
SIGMA	341	200	79	16	33	7	334	96	101	47	58	32	159	6	52	26	34	41
	48.8	48.1	50.8	72.7	46.5	39.0	37.5	43.5	30.3	54.6	43.9	26.7	23.4	18.1	32.5	36.6	26.8	14.6

Q.8 MOST RECENT DINNER OCCASION - AMOUNT SPENT ON DINNER

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	9	1	5	0	1	1	9	2	4	1	0	1	14	1	7	0	1	5
TOTAL ANSWERING	689	414	150	22	70	17	887	219	329	85	132	120	662	32	153	71	126	276
$1-5	1	0	1	0	0	0	11	3	5	1	1	1	121	2	20	15	20	63
	.1	-	.7	-	-	-	1.2	1.4	1.5	1.2	.8	.8	18.3	6.3	13.1	21.1	15.9	22.8
$6-10	3	1	1	0	0	1	169	21	75	23	17	32	331	16	74	37	59	143
	.4	.2	.7	-	-	5.9	19.1	9.6	22.8	27.1	12.9	26.7	50.0	50.0	48.4	52.1	46.8	51.8
$11-15	17	4	7	0	3	2	214	36	86	32	28	31	140	10	41	13	29	47
	2.5	1.0	4.7	-	4.3	11.8	24.1	16.4	26.1	37.6	21.2	25.8	21.1	31.3	26.8	18.3	23.0	17.0
$16-20	13	5	3	1	4	0	200	44	71	14	39	32	54	3	13	5	12	20
	1.9	1.2	2.0	4.5	5.7	-	22.5	20.1	21.6	16.5	29.5	26.7	8.2	9.4	8.5	7.0	9.5	7.2
$21-30	184	91	52	10	20	7	183	59	63	13	28	20	11	1	4	0	5	1
	26.7	22.0	34.7	45.5	28.6	41.2	20.6	26.9	19.1	15.3	21.2	16.7	1.7	3.1	2.6	-	4.0	.4
$31-40	120	65	33	4	12	3	57	24	20	0	10	3	2	0	1	1	0	0
	17.4	15.7	22.0	18.2	17.1	17.6	6.4	11.0	6.1	-	7.6	2.5	.3	-	.7	1.4	-	-
$41-50	81	57	13	3	3	2	25	15	6	1	3	0	1	0	0	0	0	1
	11.8	13.8	8.7	13.6	4.3	11.8	2.8	6.8	1.8	1.2	2.3	-	.2	-	-	-	-	.4
$51-75	130	85	24	3	13	2	16	9	2	1	3	1	0	0	0	0	0	0
	18.9	20.5	16.0	13.6	18.6	11.8	1.8	4.1	.6	1.2	2.3	.8	-	-	-	-	-	-
$76-100	66	52	9	0	4	0	7	5	1	0	1	0	1	0	0	0	1	0
	9.6	12.6	6.0	-	5.7	-	.8	2.3	.3	-	.8	-	.2	-	-	-	.8	-
$100 OR MORE	74	54	7	1	11	0	5	3	0	0	2	0	1	0	0	0	0	1
	10.7	13.0	4.7	4.5	15.7	-	.6	1.4	-	-	1.5	-	.2	-	-	-	-	.4
MEDIAN	40.80	47.19	33.33	30.00	36.67	27.86	16.24	20.93	14.91	12.89	17.56	14.35	8.17	9.38	8.82	7.77	8.64	7.62

Q.8 MOST RECENT DINNER OCCASION - AMOUNT SPENT ON DINNER

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
MEAN	61.0	67.9	44.7	45.2	70.1	30.8	21.4	29.1	17.8	15.8	26.0	15.9	10.4	11.0	10.1	9.0	11.2	10.6
STD. DEV.	68.7	72.1	34.3	53.0	105.0	15.1	24.7	31.7	10.4	8.9	43.5	7.7	20.0	4.6	5.0	5.2	9.6	29.9
STD. ERR.	2.616	3.543	2.803	11.30	12.55	3.655	.831	2.144	.573	.964	3.786	.703	.778	.822	.404	.620	.854	1.803
SIGMA	689	414	150	22	70	17	887	219	329	85	132	120	662	32	153	71	126	276
	100.0	100.0	100.2	99.9	100.0	100.1	99.9	100.0	99.9	100.1	100.1	100.0	100.2	100.1	100.1	99.9	100.0	100.0

Q.8 MOST RECENT DINNER OCCASION - AVERAGE AMOUNT SPENT ON DINNER PER PERSON

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-BIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-BIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-BIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	18	5	8	1	1	1	40	8	17	4	1	9	40	2	13	2	6	17
TOTAL ANSWERING	680	410	147	21	70	17	856	213	316	82	131	112	636	31	147	69	121	264
$1-5	11 1.6	5 1.2	2 1.4	1 4.8	3 4.3	0 -	314 36.7	48 22.5	117 37.0	45 54.9	56 42.7	48 42.9	583 91.7	25 80.6	126 85.7	62 89.9	110 90.9	257 97.3
$6-10	98 14.4	46 11.2	26 17.7	3 14.3	14 20.0	4 23.5	497 58.1	145 68.1	187 59.2	32 39.0	69 52.7	62 55.4	51 8.0	6 19.4	21 14.3	7 10.1	10 8.3	6 2.3
$11-15	336 49.4	190 46.3	80 54.4	14 66.7	36 51.4	10 58.8	40 4.7	17 8.0	12 3.8	4 4.9	5 3.8	2 1.8	1 .2	0 -	0 -	0 -	1 .8	0 -
$16-20	132 19.4	87 21.2	27 18.4	2 9.5	11 15.7	2 11.8	2 .2	1 .5	0 -	1 1.2	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
$21-30	77 11.3	60 14.6	9 6.1	1 4.8	5 7.1	1 5.9	3 .4	2 .9	0 -	0 -	1 .8	0 -	0 -	0 -	0 -	0 -	0 -	0 -
$31-40	19 2.8	15 3.7	3 2.0	0 -	1 1.4	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
$41-50	4 .6	4 1.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
$51-75	2 .3	2 .5	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
$76-100	1 .1	1 .2	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
$100 OR MORE	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	1 .2	0 -	0 -	0 -	0 -	1 .4
MEDIAN	13.44	14.05	12.84	12.32	12.50	12.25	6.15	7.02	6.10	?	5.69	5.65	?	?	?	?	?	?

Q.8 MOST RECENT DINNER OCCASION - AVERAGE AMOUNT SPENT ON DINNER PER PERSON

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
MEAN	15.4	16.7	14.0	12.4	13.4	12.7	6.4	7.3	6.1	5.8	6.3	5.9	3.8	3.8	3.7	3.5	3.6	4.1
STD. DEV.	7.5	8.4	5.5	4.4	5.7	3.7	2.7	3.1	2.3	2.8	2.9	2.3	9.9	1.8	1.4	1.4	1.6	15.2
STD. ERR.	.287	.413	.455	.953	.679	.892	.092	.211	.130	.308	.249	.214	.390	.314	.115	.166	.149	.937
SIGMA	680	410	147	21	70	17	856	213	316	82	131	112	636	31	147	69	121	264
	99.9	99.9	100.0	100.1	99.9	100.0	100.1	100.0	100.0	100.0	100.0	100.1	100.1	100.0	100.0	100.0	100.0	100.0

Q.9 MOST RECENT DINNER OCCASION - WHETHER A COUPON OR SPECIAL OFFER WAS USED

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	6	1	3	0	1	1	8	2	3	1	1	0	11	0	2	0	2	5
TOTAL ANSWERING	692	414	152	22	70	17	888	219	330	85	131	121	665	33	158	71	125	276
YES	55	27	18	0	8	1	91	11	32	16	15	17	116	5	32	14	24	41
	7.9	6.5	11.8	-	11.4	5.9	10.2	5.0	9.7	18.8	11.5	14.0	17.4	15.2	20.3	19.7	19.2	14.9
NO	637	387	134	22	62	16	797	208	298	69	116	104	549	28	126	57	101	235
	92.1	93.5	88.2	100.0	88.6	94.1	89.8	95.0	90.3	81.2	88.5	86.0	82.6	84.8	79.7	80.3	80.8	85.1
SIGMA	692	414	152	22	70	17	888	219	330	85	131	121	665	33	158	71	125	276
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q.10 STATEMENT AS A RATING OF HOW RESPONDENT FELT AT TIME DECIDED TO EAT AT REST/CARRY-OUT/HAVE DINNER DELIVERED -- MEAN SUMMARY

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
I/WE FELT LIKE I/WE DESERVED A TREAT OR REWARD																		
MEAN	5.65	6.30	4.61	6.45	4.20	4.50	4.61	6.32	3.72	5.56	4.58	3.33	3.62	7.88	3.06	5.50	4.45	2.58
I/WE WERE IN AN UP MOOD, A PARTY MOOD. I/WE FELT LIKE HAVING FUN																		
MEAN	5.24	6.50	2.94	3.33	4.01	2.78	3.70	6.40	2.50	2.89	3.95	2.27	2.58	6.82	1.98	3.36	3.75	1.68
I/WE HAD SOMETHING TO CELEBRATE																		
MEAN	4.71	6.23	1.66	1.33	4.06	1.28	2.83	5.94	1.48	1.51	2.83	1.54	1.83	5.76	1.46	1.37	2.71	1.28
I/WE JUST HAD A CRAVING FOR SOMETHING DIFFERENT, SOMETHING I/WE DIDN'T HAVE AT HOME																		
MEAN	4.54	4.59	4.74	7.00	3.54	3.17	4.80	5.22	4.54	7.00	4.81	3.17	3.93	5.06	4.06	7.57	4.46	2.55
I/WE WERE FEELING PRETTY RELAXED AND AGREEABLE. I/WE DIDN'T HAVE VERY STRONG FEELINGS ABOUT WHAT, IN PARTICULAR, I/WE WANTED TO EAT. I/WE JUST WENT ALONG WITH SOMEONE ELSE'S SUGGESTION																		
MEAN	2.97	2.95	2.44	3.32	3.91	3.67	3.67	3.87	3.11	3.06	5.02	3.76	3.67	3.97	3.48	3.21	4.87	3.33
I/WE WANTED THE EASIEST THING AVAILABLE--THE OPTION WITH THE LEAST HASSLES																		
MEAN	2.45	2.14	2.37	3.50	3.04	6.83	4.48	2.80	4.06	4.79	5.00	7.81	6.96	4.45	5.56	5.96	6.31	8.60

Q.10 STATEMENT AS A RATING OF HOW RESPONDENT FELT AT TIME DECIDED TO EAT AT REST/CARRY-OUT/HAVE DINNER DELIVERED — MEAN SUMMARY

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
WHAT WITH MEETINGS, WORKING LATE, SOMEBODY OUT OF TOWN, SPORTS, LESSONS, AND CRAZY SCHEDULES I/WE JUST WANTED TO MAKE SURE THAT I/WE GOT SOMETHING TO EAT FOR DINNER																		
MEAN	2.35	2.02	2.23	3.56	3.06	6.67	3.54	2.66	2.59	4.18	4.22	6.51	4.87	3.24	3.03	3.54	4.97	6.39
I/WE DIDN'T HAVE ANY ENERGY LEFT																		
MEAN	1.74	1.51	1.47	3.00	2.57	5.18	2.62	1.67	1.60	3.09	3.51	5.80	3.45	2.03	1.48	2.21	3.56	5.00
IT GOT TOO LATE TO COOK OR DO WHAT I/WE WOULD HAVE REALLY LIKED TO DO FOR DINNER																		
MEAN	1.63	1.36	1.57	2.28	2.29	4.89	2.71	1.68	1.93	3.19	3.32	5.66	3.79	2.27	1.71	2.89	4.46	5.09
I/WE FELT PRESSED FOR TIME																		
MEAN	1.47	1.25	1.30	1.94	2.14	4.89	2.42	1.47	1.56	2.33	2.94	5.84	4.21	2.00	2.35	2.64	3.84	6.09
ALL I/WE WANTED TO DO WAS GET IT OVER WITH. I/WE KNEW WE HAD TO EAT SOMETHING BUT I/WE DIDN'T GIVE TOO MUCH THOUGHT TO WHAT IT WAS ,NOR DID I/WE CARE VERY MUCH																		
MEAN	1.45	1.28	1.25	1.89	2.04	4.44	2.48	1.55	1.59	2.04	3.63	5.49	4.27	2.52	2.24	2.65	4.36	5.98

Q.11 DEGREE TO WHICH STATEMENT HAD TO DO WITH DECISION TO GET DINNER AT SELECTED PLACE — MEAN SUMMARY

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
FOOD QUALITY																		
MEAN	8.61	9.10	9.35	9.35	3.90	8.78	8.27	9.01	9.15	8.68	5.26	7.49	7.16	9.06	8.97	8.27	4.78	6.67
NICE PLACE TO GO																		
MEAN	8.30	8.75	8.94	6.56	5.18	6.67	7.58	8.39	8.48	7.08	5.30	6.43	6.26	8.42	8.13	6.34	4.89	5.54
CLEANLINESS																		
MEAN	7.93	8.17	9.27	6.83	3.62	8.83	7.73	8.05	9.01	7.24	4.44	7.47	7.41	9.27	9.13	7.00	4.91	7.41
FRIENDLY PEOPLE/SERVICE																		
MEAN	7.79	8.13	8.93	6.39	3.73	7.67	7.68	8.20	8.73	7.10	5.03	7.09	6.56	8.67	8.54	6.29	4.74	6.07
FRESH FOOD/INGREDIENTS																		
MEAN	7.41	7.66	8.49	8.22	3.65	6.56	7.23	7.80	8.15	7.92	4.24	6.39	6.30	7.09	8.03	7.51	4.32	5.79
VALUE FOR THE MONEY																		
MEAN	7.08	7.06	8.83	7.47	3.15	8.00	8.00	8.09	8.99	8.35	5.16	7.93	7.39	8.79	8.97	7.80	5.03	7.27
COMFORTABLE SEATING																		
MEAN	7.06	7.21	8.72	3.78	3.32	7.50	7.02	7.08	8.44	5.11	4.25	7.14	6.23	7.82	8.54	5.06	4.40	5.80

Q.11 DEGREE TO WHICH STATEMENT HAD TO DO WITH DECISION TO GET DINNER AT SELECTED PLACE — MEAN SUMMARY

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
FOOD PRESENTATION																		
MEAN	7.00	7.41	8.39	4.61	2.58	5.83	6.40	6.89	7.83	5.09	3.42	5.61	5.10	6.70	7.51	5.06	3.76	4.11
CONVENIENCE OF LOCATION																		
MEAN	6.89	6.42	8.63	6.16	5.59	8.50	7.57	6.92	8.53	6.70	5.98	8.37	8.02	8.42	8.83	7.13	6.59	8.40
THEIR CONSISTENCY																		
MEAN	6.42	6.42	8.14	6.50	2.63	6.72	6.72	6.93	7.90	6.20	3.73	6.68	6.67	7.18	8.36	6.89	4.89	6.39
THEIR VARIETY																		
MEAN	6.37	6.58	7.68	4.72	2.93	5.39	5.99	6.52	7.11	4.14	3.71	5.65	4.51	6.06	6.24	4.39	3.64	3.76
THEY HAVE UNIQUE OR ORIGINAL FOOD																		
MEAN	5.95	6.36	6.10	7.28	3.46	3.94	5.35	6.44	5.53	6.26	3.79	3.91	3.94	5.58	4.61	5.62	3.88	2.95
THE SIZE OF THE PORTIONS																		
MEAN	5.71	5.60	7.39	6.05	2.71	5.22	6.29	6.56	7.45	5.47	3.73	5.95	5.10	6.27	7.09	5.39	4.03	4.21
THEIR PRICE RANGES																		
MEAN	5.63	5.27	7.48	6.63	3.09	7.00	7.74	7.46	8.46	8.49	5.51	8.23	7.91	7.09	8.71	8.18	6.23	8.25

Q.11 DEGREE TO WHICH STATEMENT HAD TO DO WITH DECISION TO GET DINNER AT SELECTED PLACE -- MEAN SUMMARY

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
NO LINES/NO WAITING																		
MEAN	5.44	5.21	7.31	3.61	2.93	6.78	5.94	5.72	6.90	4.57	4.24	6.46	5.94	6.25	7.27	5.85	4.47	5.84
SPEED OF SERVICE																		
MEAN	5.26	4.67	7.21	6.17	2.59	7.56	6.75	6.21	7.61	6.93	4.43	7.78	8.08	6.76	8.74	8.39	5.98	8.70
THE HOURS THEY'RE OPEN																		
MEAN	4.91	4.65	6.50	3.78	2.94	6.47	5.86	5.46	6.89	4.65	4.02	6.59	5.96	6.67	7.52	5.18	4.93	5.66
KIDS LIKE IT																		
MEAN	2.35	2.19	2.83	2.28	2.22	2.47	3.74	3.86	3.80	4.13	3.57	3.30	5.31	6.00	5.30	4.14	6.28	5.11
SPECIAL DEALS/COUPONS																		
MEAN	2.26	2.08	2.75	1.67	2.39	2.28	2.94	2.56	3.04	3.36	3.02	3.02	3.82	3.21	4.71	3.46	3.94	3.42

RESPONDENT'S EMPLOYMENT STATUS

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	15	9	4	1	0	1	23	4	9	5	1	4	14	1	2	1	3	7
TOTAL ANSWERING	683	406	151	21	71	17	873	217	324	81	131	117	662	32	158	70	124	274
FULL-TIME	419	263	85	13	41	10	487	124	158	47	86	71	372	15	73	40	72	171
	61.3	64.8	56.3	61.9	57.7	58.8	55.8	57.1	48.8	58.0	65.6	60.7	56.2	46.9	46.2	57.1	58.1	62.4
PART-TIME	75	41	16	1	13	1	113	24	42	12	21	14	89	5	20	9	15	39
	11.0	10.1	10.6	4.8	18.3	5.9	12.9	11.1	13.0	14.8	16.0	12.0	13.4	15.6	12.7	12.9	12.1	14.2
RETIRED	113	61	30	4	11	3	169	40	84	14	10	20	108	9	39	11	17	31
	16.5	15.0	19.9	19.0	15.5	17.6	19.4	18.4	25.9	17.3	7.6	17.1	16.3	28.1	24.7	15.7	13.7	11.3
NOT EMPLOYED	76	41	20	3	6	3	104	29	40	8	14	12	93	3	26	10	20	33
	11.1	10.1	13.2	14.3	8.5	17.6	11.9	13.4	12.3	9.9	10.7	10.3	14.0	9.4	16.5	14.3	16.1	12.0
SIGMA	683	406	151	21	71	17	873	217	324	81	131	117	662	32	158	70	124	274
	99.9	100.0	100.0	100.0	100.0	99.9	100.0	100.0	100.0	100.0	99.9	100.1	99.9	100.0	100.1	100.0	100.0	99.9

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

ANNUAL HOUSEHOLD INCOME

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
TOTAL ANSWERING	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
UNDER $10,000 (5.0)	62	34	15	2	3	5	117	31	48	10	13	15	98	6	25	12	16	38
	8.9	8.2	9.7	9.1	4.2	27.8	13.1	14.0	14.4	11.6	9.8	12.4	14.5	18.2	15.6	16.9	12.6	13.5
$10,000 - $19,999 (14.9)	94	54	23	1	11	1	155	41	73	11	20	9	125	10	36	13	30	36
	13.5	13.0	14.8	4.5	15.5	5.6	17.3	18.6	21.9	12.8	15.2	7.4	18.5	30.3	22.5	18.3	23.6	12.8
$20,000 - $29,999 (24.9)	111	61	29	6	12	3	176	46	69	14	24	22	134	6	40	13	21	54
	15.9	14.7	18.7	27.3	16.9	16.7	19.6	20.8	20.7	16.3	18.2	18.2	19.8	18.2	25.0	18.3	16.5	19.2
$30,000 - $44,999 (37.5)	192	116	39	7	19	3	224	45	73	29	46	30	173	6	35	21	33	75
	27.5	28.0	25.2	31.8	26.8	16.7	25.0	20.4	21.9	33.7	34.8	24.8	25.6	18.2	21.9	29.6	26.0	26.7
$45,000 AND OVER (52.5)	239	150	49	6	26	6	224	58	70	22	29	45	146	5	24	12	27	78
	34.2	36.1	31.6	27.3	36.6	33.3	25.0	26.2	21.0	25.6	22.0	37.2	21.6	15.2	15.0	16.9	21.3	27.8
SIGMA	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
	100.0	100.0	100.0	100.0	100.0	100.1	100.0	100.0	99.9	100.0	100.0	100.0	100.0	100.1	100.0	100.0	100.0	100.0

RESPONDENT'S EDUCATION

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	153	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NO ANSWER	6	4	2	0	0	0	9	2	5	0	0	2	6	0	2	1	1	2
TOTAL ANSWERING	692	411	153	22	71	18	887	219	328	86	132	119	670	33	158	70	126	279
ATTENDED GRADE SCHOOL	5 .7	3 .7	1 .7	0 -	0 -	0 -	8 .9	1 .5	4 1.2	0 -	2 1.5	1 .8	6 .9	1 3.0	3 1.9	0 -	1 .8	1 .4
GRADUATED FROM GRADE SCHOOL	9 1.3	1 .2	3 2.0	1 4.5	1 1.4	2 11.1	22 2.5	9 4.1	5 1.5	4 4.7	2 1.5	2 1.7	16 2.4	1 3.0	4 2.5	0 -	5 4.0	6 2.2
ATTENDED HIGH SCHOOL	44 6.4	23 5.6	16 10.5	2 9.1	1 1.4	1 5.6	71 8.0	17 7.8	36 11.0	3 3.5	6 4.5	8 6.7	52 7.8	4 12.1	17 10.8	7 10.0	5 4.0	19 6.8
GRADUATED FROM HIGH SCHOOL	229 33.1	128 31.1	61 39.9	4 18.2	21 29.6	8 44.4	317 35.7	76 34.7	133 40.5	34 39.5	43 32.6	30 25.2	256 38.2	14 42.4	79 50.0	27 38.6	52 41.3	81 29.0
ATTENDED COLLEGE	175 25.3	105 25.5	39 25.5	8 36.4	18 25.4	2 11.1	231 26.0	59 26.9	82 25.0	21 24.4	35 26.5	33 27.7	174 26.0	8 24.2	39 24.7	15 21.4	33 26.2	79 28.3
GRADUATED FROM COLLEGE	113 16.3	71 17.3	19 12.4	3 13.6	15 21.1	3 16.7	123 13.9	30 13.7	34 10.4	9 10.5	26 19.7	24 20.2	83 12.4	3 9.1	7 4.4	11 15.7	16 12.7	46 16.5
COLLEGE POST GRADUATE	117 16.9	80 19.5	14 9.2	4 18.2	15 21.1	2 11.1	115 13.0	27 12.3	34 10.4	15 17.4	18 13.6	21 17.6	83 12.4	2 6.1	9 5.7	10 14.3	14 11.1	47 16.8
SIGMA	692 100.0	411 99.9	153 100.2	22 100.0	71 100.0	18 100.0	887 100.0	219 100.0	328 100.0	86 100.0	132 99.9	119 99.9	670 100.1	33 99.9	158 100.0	70 100.0	126 100.1	279 100.0

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

HOUSEHOLD SIZE

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
TOTAL ANSWERING	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
1 MEMBER	100	61	18	1	15	3	130	31	51	9	24	14	83	4	24	12	14	29
	14.3	14.7	11.6	4.5	21.1	16.7	14.5	14.0	15.3	10.5	18.2	11.6	12.3	12.1	15.0	16.9	11.0	10.3
2 MEMBERS	276	159	73	10	20	7	338	75	149	34	34	45	215	13	56	29	30	85
	39.5	38.3	47.1	45.5	28.2	38.9	37.7	33.9	44.7	39.5	25.8	37.2	31.8	39.4	35.0	40.8	23.6	30.2
3 MEMBERS	130	73	32	7	12	3	164	39	58	16	27	24	124	6	29	9	28	52
	18.6	17.6	20.6	31.8	16.9	16.7	18.3	17.6	17.4	18.6	20.5	19.8	18.3	18.2	18.1	12.7	22.0	18.5
4 MEMBERS	116	78	18	2	13	2	167	45	52	16	27	27	154	6	30	13	30	73
	16.6	18.8	11.6	9.1	18.3	11.1	18.6	20.4	15.6	18.6	20.5	22.3	22.8	18.2	18.8	18.3	23.6	26.0
5 OR MORE MEMBERS	76	44	14	2	11	3	97	31	23	11	20	11	100	4	21	8	25	42
	10.9	10.6	9.0	9.1	15.5	16.7	10.8	14.0	6.9	12.8	15.2	9.1	14.8	12.1	13.1	11.3	19.7	14.9
SIGMA	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
	99.9	100.0	99.9	100.0	100.0	100.1	99.9	99.9	99.9	100.0	100.2	100.0	100.0	100.0	100.0	100.0	99.9	99.9

RESPONDENT'S SEX

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
TOTAL ANSWERING	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
MALE	347	209	74	14	36	5	423	105	156	40	65	55	321	13	71	37	56	141
	49.7	50.4	47.7	63.6	50.7	27.8	47.2	47.5	46.8	46.5	49.2	45.5	47.5	39.4	44.4	52.1	44.1	50.2
FEMALE	351	206	81	8	35	13	473	116	177	46	67	66	355	20	89	34	71	140
	50.3	49.6	52.3	36.4	49.3	72.2	52.8	52.5	53.2	53.5	50.8	54.5	52.5	60.6	55.6	47.9	55.9	49.8
SIGMA	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

GEOGRAPHIC DIVISION

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
TOTAL ANSWERING	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NEW ENGLAND	55	30	11	3	5	3	47	10	16	9	5	7	35	2	8	4	3	18
	7.9	7.2	7.1	13.6	7.0	16.7	5.2	4.5	4.8	10.5	3.8	5.8	5.2	6.1	5.0	5.6	2.4	6.4
MIDDLE ATLANTIC	138	81	38	3	13	2	125	24	54	11	17	19	98	4	22	10	23	38
	19.8	19.5	24.5	13.6	18.3	11.1	14.0	10.9	16.2	12.8	12.9	15.7	14.5	12.1	13.8	14.1	18.1	13.5
EAST NORTH CENTRAL	119	70	30	1	14	1	176	39	68	10	34	23	122	1	39	7	26	49
	17.0	16.9	19.4	4.5	19.7	5.6	19.6	17.6	20.4	11.6	25.8	19.0	18.0	3.0	24.4	9.9	20.5	17.4
WEST NROTH CENTRAL	45	29	6	2	5	1	77	27	26	4	11	8	59	3	16	8	12	20
	6.4	7.0	3.9	9.1	7.0	5.6	8.6	12.2	7.8	4.7	8.3	6.6	8.7	9.1	10.0	11.3	9.4	7.1
SOUTH ATLANTIC	117	72	25	1	13	3	144	33	57	18	14	22	119	6	27	10	26	48
	16.8	17.3	16.1	4.5	18.3	16.7	16.1	14.9	17.1	20.9	10.6	18.2	17.6	18.2	16.9	14.1	20.5	17.1
EAST SOUTH CENTRAL	24	14	6	1	1	1	57	17	23	5	9	3	50	9	12	5	6	18
	3.4	3.4	3.9	4.5	1.4	5.6	6.4	7.7	6.9	5.8	6.8	2.5	7.4	27.3	7.5	7.0	4.7	6.4
WEST SOUTH CENTRAL	63	36	14	2	7	3	98	24	31	14	19	10	77	3	17	9	14	34
	9.0	8.7	9.0	9.1	9.9	16.7	10.9	10.9	9.3	16.3	14.4	8.3	11.4	9.1	10.6	12.7	11.0	12.1
MOUNTAIN	38	23	8	1	3	1	50	14	21	5	7	3	41	2	9	12	5	13
	5.4	5.5	5.2	4.5	4.2	5.6	5.6	6.3	6.3	5.8	5.3	2.5	6.1	6.1	5.6	16.9	3.9	4.6
PACIFIC	99	60	17	8	10	3	122	33	37	10	16	26	75	3	10	6	12	43
	14.2	14.5	11.0	36.4	14.1	16.7	13.6	14.9	11.1	11.6	12.1	21.5	11.1	9.1	6.3	8.5	9.4	15.3
SIGMA	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
	99.9	100.0	100.1	99.8	99.9	100.3	100.0	99.9	99.9	100.0	100.0	100.1	100.0	100.1	100.1	100.1	99.9	99.9

MARKET SIZE

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
TOTAL ANSWERING	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
NON RMA AND RMAS UNDER 50,000	171	96	41	4	19	5	274	68	120	20	38	28	216	12	63	22	40	79
	24.5	23.1	26.5	18.2	26.8	27.8	30.6	30.8	36.0	23.3	28.8	23.1	32.0	36.4	39.4	31.0	31.5	28.1
50,000 - 499,999	124	70	19	6	20	3	187	39	69	25	26	27	143	7	29	23	20	62
	17.8	16.9	12.3	27.3	28.2	16.7	20.9	17.6	20.7	29.1	19.7	22.3	21.2	21.2	18.1	32.4	15.7	22.1
500,000 - 1,999,999	119	71	31	3	7	6	168	54	59	15	21	18	130	7	32	11	22	57
	17.0	17.1	20.0	13.6	9.9	33.3	18.8	24.4	17.7	17.4	15.9	14.9	19.2	21.2	20.0	15.5	17.3	20.3
2,000,000 AND OVER	284	178	64	9	25	4	267	60	85	26	47	48	187	7	36	15	45	83
	40.7	42.9	41.3	40.9	35.2	22.2	29.8	27.1	25.5	30.2	35.6	39.7	27.7	21.2	22.5	21.1	35.4	29.5
SIGMA	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
	100.0	100.0	100.1	100.0	100.1	100.0	100.1	99.9	99.9	100.0	100.0	100.0	100.1	100.0	100.0	100.0	99.9	100.0

LIFESTAGE

	SIT DOWN RESTAURANT $10 OR MORE /ADULT						SIT DOWN RESTAURANT UNDER $10/ADULT						FAST-FOOD RESTAURANT (STAYED TO EAT)					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
TOTAL ANSWERING	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
YOUNG SINGLES	23	15	3	0	5	0	28	9	4	1	11	3	18	1	0	2	4	11
	3.3	3.6	1.9	-	7.0	-	3.1	4.1	1.2	1.2	8.3	2.5	2.7	3.0	-	2.8	3.1	3.9
MIDDLE SINGLES	58	34	13	0	9	1	67	15	30	4	13	5	45	2	15	6	7	15
	8.3	8.2	8.4	-	12.7	5.6	7.5	6.8	9.0	4.7	9.8	4.1	6.7	6.1	9.4	8.5	5.5	5.3
OLDER SINGLES	19	12	2	1	1	2	35	7	17	4	0	6	20	1	9	4	3	3
	2.7	2.9	1.3	4.5	1.4	11.1	3.9	3.2	5.1	4.7	-	5.0	3.0	3.0	5.6	5.6	2.4	1.1
YOUNG COUPLE	62	36	10	4	9	1	69	21	19	7	11	11	56	2	7	11	9	27
	8.9	8.7	6.5	18.2	12.7	5.6	7.7	9.5	5.7	8.1	8.3	9.1	8.3	6.1	4.4	15.5	7.1	9.6
WORKING OLDER COUPLE	104	59	33	3	5	2	132	27	56	16	16	16	73	5	18	10	8	31
	14.9	14.2	21.3	13.6	7.0	11.1	14.7	12.2	16.8	18.6	12.1	13.2	10.8	15.2	11.3	14.1	6.3	11.0
RETIRED OLDER COUPLE	92	49	31	1	7	1	130	26	72	9	7	16	83	6	31	7	11	27
	13.2	11.8	20.0	4.5	9.9	5.6	14.5	11.8	21.6	10.5	5.3	13.2	12.3	18.2	19.4	9.9	8.7	9.6
YOUNG PARENT	123	74	24	5	15	1	160	43	43	20	30	23	164	5	25	14	39	81
	17.6	17.8	15.5	22.7	21.1	5.6	17.9	19.5	12.9	23.3	22.7	19.0	24.3	15.2	15.6	19.7	30.7	28.8
MIDDLE PARENT	92	53	22	3	8	3	133	34	46	14	25	14	119	4	28	10	25	50
	13.2	12.8	14.2	13.6	11.3	16.7	14.8	15.4	13.8	16.3	18.9	11.6	17.6	12.1	17.5	14.1	19.7	17.8
OLDER PARENT	106	73	15	3	10	4	127	35	44	9	16	23	91	7	26	6	19	33
	15.2	17.6	9.7	13.6	14.1	22.2	14.2	15.8	13.2	10.5	12.1	19.0	13.5	21.2	16.3	8.5	15.0	11.7
ROOMMATES	19	10	2	2	2	3	15	4	2	2	3	4	7	0	1	1	2	3
	2.7	2.4	1.3	9.1	2.8	16.7	1.7	1.8	.6	2.3	2.3	3.3	1.0	-	.6	1.4	1.6	1.1
SIGMA	698	415	155	22	71	18	896	221	333	86	132	121	676	33	160	71	127	281
	100.0	100.0	100.1	99.8	100.0	100.2	100.0	100.1	99.9	100.2	99.8	100.0	100.2	100.1	100.1	100.1	100.1	99.9

Q.1 MOST RECENT DINNER OCCASION - DAY OF THE WEEK

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	7	0	4	2	1	0	3	0	0	1	0	0	8	0	2	3	0	3
TOTAL ANSWERING	335	67	134	37	37	60	752	18	104	231	139	236	260	5	12	93	77	55
SUNDAY	74	22	30	8	9	5	92	3	16	26	18	25	36	0	2	9	14	8
	22.1	32.8	22.4	21.6	24.3	8.3	12.2	16.7	15.4	11.3	12.9	10.6	13.8	-	16.7	9.7	18.2	14.5
MONDAY	26	3	8	4	3	8	70	0	5	22	12	30	22	0	2	6	6	8
	7.8	4.5	6.0	10.8	8.1	13.3	9.3	-	4.8	9.5	8.6	12.7	8.5	-	16.7	6.5	7.8	14.5
TUESDAY	34	7	12	4	1	10	88	2	14	18	18	34	15	0	1	6	6	2
	10.1	10.4	9.0	10.8	2.7	16.7	11.7	11.1	13.5	7.8	12.9	14.4	5.8	-	8.3	6.5	7.8	3.6
WEDNESDAY	39	2	18	6	5	8	93	1	12	31	13	31	34	0	0	15	9	5
	11.6	3.0	13.4	16.2	13.5	13.3	12.4	5.6	11.5	13.4	9.4	13.1	13.1	-	-	16.1	11.7	9.1
THURSDAY	46	8	17	6	4	11	118	2	12	38	23	39	28	1	0	8	7	9
	13.7	11.9	12.7	16.2	10.8	18.3	15.7	11.1	11.5	16.5	16.5	16.5	10.8	20.0	-	8.6	9.1	16.4
FRIDAY	52	9	21	7	7	8	159	5	21	58	29	42	73	3	4	25	22	17
	15.5	13.4	15.7	18.9	18.9	13.3	21.1	27.8	20.2	25.1	20.9	17.8	28.1	60.0	33.3	26.9	28.6	30.9
SATURDAY	64	16	28	2	8	10	132	5	24	38	26	35	52	1	3	24	13	6
	19.1	23.9	20.9	5.4	21.6	16.7	17.6	27.8	23.1	16.5	18.7	14.8	20.0	20.0	25.0	25.8	16.9	10.9
SIGMA	335	67	134	37	37	60	752	18	104	231	139	236	260	5	12	93	77	55
	99.9	99.9	100.1	99.9	99.9	99.9	100.0	100.1	100.0	100.1	99.9	99.9	100.1	100.0	100.0	100.1	100.1	99.9

Q.2 MOST RECENT DINNER OCCASION - TIME OF DAY WHEN ARRIVED

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	16	4	11	1	0	0	16	0	3	3	3	4	8	0	2	3	0	3
TOTAL ANSWERING	326	63	127	38	38	60	739	18	101	229	136	232	260	5	12	93	77	55
4 TO 5PM	106	23	44	9	9	21	153	3	28	45	31	42	17	1	1	5	4	4
	32.5	36.5	34.6	23.7	23.7	35.0	20.7	16.7	27.7	19.7	22.8	18.1	6.5	20.0	8.3	5.4	5.2	7.3
5 TO 6PM	80	14	31	11	9	15	211	4	22	64	36	76	41	0	4	17	8	11
	24.5	22.2	24.4	28.9	23.7	25.0	28.6	22.2	21.8	27.9	26.5	32.8	15.8	-	33.3	18.3	10.4	20.0
6 TO 7PM	89	17	37	10	12	13	205	6	30	67	32	66	88	1	5	25	28	22
	27.3	27.0	29.1	26.3	31.6	21.7	27.7	33.3	29.7	29.3	23.5	28.4	33.8	20.0	41.7	26.9	36.4	40.0
7 TO 8PM	39	8	10	6	5	10	104	3	11	32	24	31	65	1	1	22	25	11
	12.0	12.7	7.9	15.8	13.2	16.7	14.1	16.7	10.9	14.0	17.6	13.4	25.0	20.0	8.3	23.7	32.5	20.0
8 TO 9PM	5	1	2	0	1	1	42	0	5	19	7	9	25	1	0	12	8	3
	1.5	1.6	1.6	-	2.6	1.7	5.7	-	5.0	8.3	5.1	3.9	9.6	20.0	-	12.9	10.4	5.5
9 TO 10PM	2	0	1	1	0	0	14	0	2	1	5	6	19	1	0	9	4	4
	.6	-	.8	2.6	-	-	1.9	-	2.0	.4	3.7	2.6	7.3	20.0	-	9.7	5.2	7.3
AFTER 10PM	5	0	2	1	2	0	10	2	3	1	1	2	5	0	1	3	0	0
	1.5	-	1.6	2.6	5.3	-	1.4	11.1	3.0	.4	.7	.9	1.9	-	8.3	3.2	-	-
SIGMA	326	63	127	38	38	60	739	18	101	229	136	232	260	5	12	93	77	55
	99.9	100.0	100.0	99.9	100.1	100.1	100.1	100.0	100.1	100.0	99.9	100.1	99.9	100.0	99.9	100.1	100.1	100.1

Q.3 MOST RECENT DINNER OCCASION - WHEN DECISION WAS MADE TO GO THERE/TO PURCHASE CARRY OUT/TO CALL

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	4	0	3	0	1	0	3	0	0	0	1	1	8	0	2	3	0	3
TOTAL ANSWERING	338	67	135	39	37	60	752	18	104	232	138	235	260	5	12	93	77	55
LESS THAN AN HOUR BEFORE GOING THERE	136	10	54	17	17	38	455	6	62	120	83	172	173	2	8	59	49	44
	40.2	14.9	40.0	43.6	45.9	63.3	60.5	33.3	59.6	51.7	60.1	73.2	66.5	40.0	66.7	63.4	63.6	80.0
ONE TO TWO HOURS IN ADVANCE	57	7	23	9	5	13	144	4	13	54	32	33	46	1	2	14	19	7
	16.9	10.4	17.0	23.1	13.5	21.7	19.1	22.2	12.5	23.3	23.2	14.0	17.7	20.0	16.7	15.1	24.7	12.7
ON THE SAME DAY, BUT MORE THAN TWO HOURS IN ADVANCE	69	18	34	7	8	2	120	6	23	46	18	22	32	1	2	17	7	3
	20.4	26.9	25.2	17.9	21.6	3.3	16.0	33.3	22.1	19.8	13.0	9.4	12.3	20.0	16.7	18.3	9.1	5.5
A DAY OR MORE IN ADVANCE	76	32	24	6	7	7	33	2	6	12	5	8	9	1	0	3	2	1
	22.5	47.8	17.8	15.4	18.9	11.7	4.4	11.1	5.8	5.2	3.6	3.4	3.5	20.0	-	3.2	2.6	1.8
SIGMA	338	67	135	39	37	60	752	18	104	232	138	235	260	5	12	93	77	55
	100.0	100.0	100.0	100.0	99.9	100.0	100.0	99.9	100.0	100.0	99.9	100.0	100.0	100.0	100.1	100.0	100.0	100.0

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Q.4A MOST RECENT DINNER OCCASION - LOCATION WHERE PIRCKED UP/DELIVERED FOOD WAS EATEN

BASE: MOST RECENT DINNER OCCASION WAS CARRY-OUT, DELIVERED

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	0	0	0	0	0	0	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	0	0	0	0	0	0	56	3	10	13	10	17	15	0	3	3	3	6
TOTAL ANSWERING	0	0	0	0	0	0	699	15	94	219	129	219	253	5	11	93	74	52
OWN HOME	0	0	0	0	0	0	556	6	77	188	97	172	230	4	11	87	67	48
	-	-	-	-	-	-	79.5	40.0	81.9	85.8	75.2	78.5	90.9	80.0	100.0	93.5	90.5	92.3
HOME OF FRIEND/RELATIVE	0	0	0	0	0	0	31	3	3	10	8	7	8	1	0	3	1	1
	-	-	-	-	-	-	4.4	20.0	3.2	4.6	6.2	3.2	3.2	20.0	-	3.2	1.4	1.9
IN THE CAR/TRAVELING	0	0	0	0	0	0	26	2	2	3	6	11	1	0	0	0	0	1
	-	-	-	-	-	-	3.7	13.3	2.1	1.4	4.7	5.0	.4	-	-	-	-	1.9
PICNIC/CAMPING	0	0	0	0	0	0	18	2	2	6	2	5	0	0	0	0	0	0
	-	-	-	-	-	-	2.6	13.3	2.1	2.7	1.6	2.3	-	-	-	-	-	-
AT WORK/SCHOOL	0	0	0	0	0	0	12	0	1	1	2	7	3	0	0	0	1	2
	-	-	-	-	-	-	1.7	-	1.1	.5	1.6	3.2	1.2	-	-	-	1.4	3.8
NAME RESTAURANT/DELI/STORE	0	0	0	0	0	0	46	2	9	9	11	12	9	0	0	3	4	0
	-	-	-	-	-	-	6.6	13.3	9.6	4.1	8.5	5.5	3.6	-	-	3.2	5.4	-
OTHER LOCATION	0	0	0	0	0	0	10	0	0	2	3	5	2	0	0	0	1	0
	-	-	-	-	-	-	1.4	-	-	.9	2.3	2.3	.8	-	-	-	1.4	-
SIGMA	0	0	0	0	0	0	699	15	94	219	129	219	253	5	11	93	74	52
	-	-	-	-	-	-	99.9	99.9	100.0	100.0	100.1	100.0	100.1	100.0	100.0	99.9	100.1	99.9

Q.48 MOST RECENT DINNER OCCASION - TOTAL TIME SPENT IN RESTAURANT/EATING DINNER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	2	0	2	0	0	0	6	0	0	2	0	3	9	0	2	3	1	3
TOTAL ANSWERING	340	67	136	39	38	60	749	18	104	230	139	233	259	5	12	93	76	55
LESS THAN 10 MINUTES (5)	4	1	0	2	0	1	27	0	5	4	5	12	4	0	0	1	0	2
	1.2	1.5	-	5.1	-	1.7	3.6	-	4.8	1.7	3.6	5.2	1.5	-	-	1.1	-	3.6
10 TO 20 MINUTES (15)	9	1	3	1	2	2	179	1	18	40	42	72	59	0	1	14	23	19
	2.6	1.5	2.2	2.6	5.3	3.3	23.9	5.6	17.3	17.4	30.2	30.9	22.8	-	8.3	15.1	30.3	34.5
20 TO 30 MINUTES (25)	22	2	1	3	4	12	281	5	39	84	52	91	95	1	6	33	24	23
	6.5	3.0	.7	7.7	10.5	20.0	37.5	27.8	37.5	36.5	37.4	39.1	36.7	20.0	50.0	35.5	31.6	41.8
30 TO 45 MINUTES (37.5)	69	8	32	4	8	16	183	4	28	67	32	46	64	2	3	27	21	7
	20.0	11.9	23.5	10.3	21.1	26.7	24.4	22.2	26.9	29.1	23.0	19.7	24.7	40.0	25.0	29.0	27.6	12.7
45 MINUTES TO 1 HOUR (52.5)	141	19	64	22	13	23	64	6	11	28	7	10	28	1	1	12	8	3
	41.5	28.4	47.1	56.4	34.2	38.3	8.5	33.3	10.6	12.2	5.0	4.3	10.8	20.0	8.3	12.9	10.5	5.5
1 TO 1 1/2 HOURS (75)	75	24	29	6	10	6	10	1	3	3	1	2	4	1	1	2	0	0
	22.1	35.8	21.3	15.4	26.3	10.0	1.3	5.6	2.9	1.3	.7	.9	1.5	20.0	8.3	2.2	-	-
1 1/2 TO 2 HOURS (105)	9	4	3	1	1	0	4	0	0	4	0	0	3	0	0	2	0	1
	2.6	6.0	2.2	2.6	2.6	-	.5	-	-	1.7	-	-	1.2	-	-	2.2	-	1.8
OVER 2 HOURS (135)	12	8	4	0	0	0	1	1	0	0	0	0	2	0	0	2	0	0
	3.5	11.9	2.9	-	-	-	.1	5.6	-	-	-	-	.8	-	-	2.2	-	-
MEAN	55.4	69.7	56.3	50.3	51.8	43.2	28.5	45.3	30.0	31.9	25.9	25.0	31.0	45.5	33.8	35.6	28.3	25.4
STD. DEV.	24.0	31.3	21.1	19.7	20.4	16.3	14.6	27.1	14.4	16.1	11.7	11.7	17.9	19.2	16.3	22.5	12.0	15.2
STD. ERR.	1.301	3.830	1.813	3.148	3.313	2.099	.533	6.381	1.412	1.061	.992	.766	1.112	8.566	4.692	2.334	1.376	2.048
SIGMA	340	67	136	39	38	60	749	18	104	230	139	233	259	5	12	93	76	55
	100.0	100.0	99.9	100.1	100.0	100.0	99.8	100.1	100.0	99.9	99.9	100.1	100.0	100.0	99.9	100.2	100.0	99.9

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Q.5A MOST RECENT DINNER OCCASION - TOTAL PEOPLE IN PARTY

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	17	1	11	2	2	1	27	0	5	9	5	8	17	0	4	6	3	4
TOTAL ANSWERING	325	66	127	37	36	59	728	18	99	223	134	228	251	5	10	90	74	54
TOTAL PEOPLE IN PARTY																		
1	24 7.4	0 -	7 5.5	4 10.8	4 11.1	9 15.3	86 11.8	2 11.1	7 7.1	17 7.6	15 11.2	41 18.0	19 7.6	0 -	0 -	9 10.0	4 5.4	3 5.6
2	115 35.4	22 33.3	49 38.6	15 40.5	7 19.4	22 37.3	213 29.3	4 22.2	32 32.3	76 34.1	34 25.4	62 27.2	72 28.7	3 60.0	0 -	29 32.2	20 27.0	17 31.5
3	53 16.3	8 12.1	20 15.7	5 13.5	10 27.8	10 16.9	157 21.6	4 22.2	19 19.2	50 22.4	22 16.4	53 23.2	62 24.7	0 -	3 30.0	23 25.6	20 27.0	12 22.2
4	73 22.5	12 18.2	29 22.8	9 24.3	12 33.3	11 18.6	156 21.4	4 22.2	24 24.2	43 19.3	36 26.9	44 19.3	43 17.1	0 -	3 30.0	12 13.3	12 16.2	13 24.1
5	22 6.8	6 9.1	9 7.1	2 5.4	1 2.8	4 6.8	66 9.1	0 -	12 12.1	22 9.9	13 9.7	17 7.5	31 12.4	2 40.0	2 20.0	8 8.9	11 14.9	5 9.3
6	21 6.5	8 12.1	10 7.9	1 2.7	1 2.8	1 1.7	32 4.4	2 11.1	3 3.0	10 4.5	9 6.7	7 3.1	13 5.2	0 -	2 20.0	6 6.7	3 4.1	2 3.7
7	2 .6	1 1.5	1 .8	0 -	0 -	0 -	7 1.0	1 5.6	1 1.0	1 .4	1 .7	3 1.3	6 2.4	0 -	0 -	2 2.2	2 2.7	1 1.9
8	4 1.2	2 3.0	1 .8	1 2.7	0 -	0 -	6 .8	1 5.6	0 -	2 .9	2 1.5	1 .4	5 2.0	0 -	0 -	1 1.1	2 2.7	1 1.9
9	3 .9	1 1.5	1 .8	0 -	1 2.8	0 -	1 .1	0 -	0 -	1 .4	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
10	0 -	0 -	0 -	0 -	0 -	0 -	4 .5	0 -	1 1.0	1 .4	2 1.5	0 -	0 -	0 -	0 -	0 -	0 -	0 -
11 OR MORE	8 2.5	6 9.1	0 -	0 -	0 -	2 3.4	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

Q.5A MOST RECENT DINNER OCCASION - TOTAL PEOPLE IN PARTY

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
MEAN	4.1	6.7	3.2	2.9	3.2	4.0	3.1	3.6	3.2	3.2	3.4	2.9	3.3	3.2	4.3	3.1	3.4	3.3
STD. DEV.	7.0	12.7	1.5	1.5	1.5	8.5	1.6	2.0	1.5	1.5	1.7	1.4	1.6	1.6	1.2	1.6	1.6	1.5
STD. ERR.	.386	1.558	.137	.248	.255	1.103	.057	.472	.150	.102	.151	.095	.100	.735	.367	.165	.186	.202
SIGMA	325	66	127	37	36	59	728	18	99	223	134	228	251	5	10	90	74	54
	100.1	99.9	100.0	99.9	100.0	100.0	100.0	100.0	99.9	99.9	100.0	100.0	100.1	100.0	100.0	100.0	100.0	100.2

Q.5B MOST RECENT DINNER OCCASION - NUMBER OF ADULTS

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA- VING	COMBO OF CIRC	EA- SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA- VING	COMBO OF CIRC	EA- SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA- VING	COMBO OF CIRC	EA- SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	18	1	11	2	3	1	28	0	6	9	5	8	20	0	4	6	4	6
TOTAL ANSWERING	324	66	127	37	35	59	727	18	98	223	134	228	248	5	10	90	73	52
NUMBER OF ADULTS IN PARTY																		
0	0 -	0 -	0 -	0 -	0 -	0 -	1 .1	0 -	0 -	0 -	1 .7	0 -	0 -	0 -	0 -	0 -	0 -	0 -
1	34 10.5	1 1.5	11 8.7	4 10.8	8 22.9	10 16.9	127 17.5	5 27.8	13 13.3	22 9.9	25 18.7	58 25.4	38 15.3	0 -	0 -	21 23.3	9 12.3	4 7.7
2	164 50.6	28 42.4	70 55.1	20 54.1	15 42.9	31 52.5	421 57.9	5 27.8	54 55.1	137 61.4	82 61.2	127 55.7	153 61.7	3 60.0	6 60.0	51 56.7	44 60.3	40 76.9
3	41 12.7	8 12.1	17 13.4	5 13.5	5 14.3	6 10.2	97 13.3	2 11.1	11 11.2	40 17.9	13 9.7	27 11.8	31 12.5	0 -	2 20.0	8 8.9	15 20.5	4 7.7
4	60 18.5	15 22.7	23 18.1	7 18.9	6 17.1	9 15.3	59 8.1	5 27.8	16 16.3	19 8.5	8 6.0	10 4.4	20 8.1	1 20.0	2 20.0	8 8.9	3 4.1	4 7.7
5	9 2.8	3 4.5	4 3.1	0 -	0 -	2 3.4	12 1.7	0 -	2 2.0	4 1.8	2 1.5	4 1.8	3 1.2	1 20.0	0 -	0 -	1 1.4	0 -
6	6 1.9	3 4.5	2 1.6	1 2.7	0 -	0 -	6 .8	0 -	1 1.0	1 .4	2 1.5	1 .4	3 1.2	0 -	0 -	2 2.2	1 1.4	0 -
7	1 .3	1 1.5	0 -	0 -	0 -	0 -	1 .1	0 -	0 -	0 -	0 -	1 .4	0 -	0 -	0 -	0 -	0 -	0 -
8	3 .9	3 4.5	0 -	0 -	0 -	0 -	2 .3	1 5.6	0 -	0 -	1 .7	0 -	0 -	0 -	0 -	0 -	0 -	0 -
9	1 .3	0 -	0 -	0 -	1 2.9	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
10	0 -	0 -	0 -	0 -	0 -	0 -	1 .1	0 -	1 1.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
11 OR MORE	5 1.5	4 6.1	0 -	0 -	0 -	1 1.7	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

Q.58 MOST RECENT DINNER OCCASION - NUMBER OF ADULTS

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
MEAN	3.3	6.0	2.6	2.5	2.5	2.6	2.2	2.7	2.5	2.3	2.2	2.0	2.2	3.0	2.6	2.1	2.3	2.2
STD. DEV.	5.9	12.5	1.1	1.1	1.5	2.3	1.0	1.8	1.3	.9	1.1	.9	.9	1.4	.8	1.0	.9	.7
STD. ERR.	.330	1.541	.096	.180	.257	.298	.039	.419	.131	.058	.094	.062	.059	.632	.267	.107	.103	.093
SIGMA	324	66	127	37	35	59	727	18	98	223	134	228	248	5	10	90	73	52
	100.0	99.8	100.0	100.0	100.1	100.0	99.9	100.1	99.9	99.9	100.0	99.9	100.0	100.0	100.0	100.0	100.0	100.0

Q.5C MOST RECENT DINNER OCCASION - NUMBER OF CHILDREN AGE 12 OR UNDER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	199	36	83	25	19	36	401	6	59	132	66	124	128	3	8	45	36	28
TOTAL ANSWERING	143	31	55	14	19	24	354	12	45	100	73	112	140	2	6	51	41	30
NUMBER OF CHILDREN AGE 12 OR UNDER																		
0	55	14	18	7	5	11	72	5	7	23	8	27	20	1	0	7	7	2
	38.5	45.2	32.7	50.0	26.3	45.8	20.3	41.7	15.6	23.0	11.0	24.1	14.3	50.0	-	13.7	17.1	6.7
1	34	4	13	4	7	6	119	4	22	34	19	36	57	1	2	25	14	12
	23.8	12.9	23.6	28.6	36.8	25.0	33.6	33.3	48.9	34.0	26.0	32.1	40.7	50.0	33.3	49.0	34.1	40.0
2	35	6	18	1	4	6	112	1	12	32	29	33	27	0	1	10	5	9
	24.5	19.4	32.7	7.1	21.1	25.0	31.6	8.3	26.7	32.0	39.7	29.5	19.3	-	16.7	19.6	12.2	30.0
3	15	5	5	1	3	1	38	2	3	7	13	12	24	0	2	6	11	4
	10.5	16.1	9.1	7.1	15.8	4.2	10.7	16.7	6.7	7.0	17.8	10.7	17.1	-	33.3	11.8	26.8	13.3
4	3	1	1	1	0	0	12	0	1	3	4	4	8	0	1	2	3	2
	2.1	3.2	1.8	7.1	-	-	3.4	-	2.2	3.0	5.5	3.6	5.7	-	16.7	3.9	7.3	6.7
5	0	0	0	0	0	0	0	0	0	0	0	0	4	0	0	1	1	1
	-	-	-	-	-	-	-	-	-	-	-	-	2.9	-	-	2.0	2.4	3.3
6	1	1	0	0	0	0	1	0	0	1	0	0	0	0	0	0	0	0
	.7	3.2	-	-	-	-	.3	-	-	1.0	-	-	-	-	-	-	-	-
MEAN	1.2	1.3	1.2	.9	1.3	.9	1.4	1.0	1.3	1.4	1.8	1.4	1.7	.5	2.3	1.5	1.8	1.8
STD. DEV.	1.2	1.5	1.1	1.3	1.0	.9	1.1	1.1	.9	1.1	1.0	1.1	1.2	.7	1.2	1.1	1.3	1.2
STD. ERR.	.099	.276	.144	.339	.240	.193	.057	.326	.134	.111	.121	.102	.105	.500	.494	.157	.210	.215
SIGMA	143	31	55	14	19	24	354	12	45	100	73	112	140	2	6	51	41	30
	100.1	100.0	99.9	99.9	100.0	100.0	99.9	100.0	100.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	99.9	100.0

Q.5D MOST RECENT DINNER OCCASION - NUMBER OF CHILDREN AGE 13-17

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	259	50	107	27	27	48	568	10	84	178	104	170	205	4	11	76	57	46
TOTAL ANSWERING	83	17	31	12	11	12	187	8	20	54	35	66	63	1	3	20	20	12
NUMBER OF CHILDREN AGE 13 TO 17																		
0	55	12	18	9	7	9	91	6	7	24	13	39	30	1	0	10	11	5
	66.3	70.6	58.1	75.0	63.6	75.0	48.7	75.0	35.0	44.4	37.1	59.1	47.6	100.0	-	50.0	55.0	41.7
1	21	4	10	3	3	1	65	1	11	17	14	20	18	0	3	7	3	4
	25.3	23.5	32.3	25.0	27.3	8.3	34.8	12.5	55.0	31.5	40.0	30.3	28.6	-	100.0	35.0	15.0	33.3
2	4	0	3	0	0	1	22	0	1	9	6	6	13	0	0	2	5	3
	4.8	-	9.7	-	-	8.3	11.8	-	5.0	16.7	17.1	9.1	20.6	-	-	10.0	25.0	25.0
3	2	1	0	0	1	0	6	1	1	3	1	0	1	0	0	0	1	0
	2.4	5.9	-	-	9.1	-	3.2	12.5	5.0	5.6	2.9	-	1.6	-	-	-	5.0	-
4	0	0	0	0	0	0	3	0	0	1	1	1	1	0	0	1	0	0
	-	-	-	-	-	-	1.6	-	-	1.9	2.9	1.5	1.6	-	-	5.0	-	-
11 OR MORE	1	0	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
	1.2	-	-	-	-	8.3	-	-	-	-	-	-	-	-	-	-	-	-
MEAN	1.1	.4	.5	.3	.5	5.3	.7	.5	.8	.9	.9	.5	.8	.0	1.0	.8	.8	.8
STD. DEV.	6.6	.8	.7	.5	.9	17.3	.9	1.1	.8	1.0	1.0	.8	.9	.0	.0	1.0	1.0	.8
STD. ERR.	.722	.193	.122	.131	.282	4.980	.066	.378	.172	.137	.164	.097	.117	.000	.000	.228	.225	.241
SIGMA	83	17	31	12	11	12	187	8	20	54	35	66	63	1	3	20	20	12
	100.0	100.0	100.1	100.0	100.0	99.9	100.1	100.0	100.0	100.1	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD DINNER AT A SIT DOWN RESTAURANT, FAST FOOD RESTAURANT OR CAFETERIA/BUFFET

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	0	0	0	0	0	0	0	0	0	0	0	0
TOTAL ANSWERING	342	67	138	39	38	60	0	0	0	0	0	0	0	0	0	0	0	0
NET: FISH/SEAFOOD	6	1	4	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	1.8	1.5	2.9	2.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUBNET: NATIONAL/REGIONAL CHAIN	2	0	2	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	33.3	-	50.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUBNET: NON-CHAIN	4	1	2	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	66.7	100.0	50.0	100.0	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: AMERICAN	35	11	10	3	2	9	0	0	0	0	0	0	0	0	0	0	0	0
	10.2	16.4	7.2	7.7	5.3	15.0	-	-	-	-	-	-	-	-	-	-	-	-
SUBNET: NATIONAL/REGIONAL CHAIN	10	1	4	1	0	4	0	0	0	0	0	0	0	0	0	0	0	0
	28.6	9.1	40.0	33.3	-	44.4	-	-	-	-	-	-	-	-	-	-	-	-
SUBNET: NON-CHAIN	25	10	6	2	2	5	0	0	0	0	0	0	0	0	0	0	0	0
	71.4	90.9	60.0	66.7	100.0	55.6	-	-	-	-	-	-	-	-	-	-	-	-
NET: ORIENTAL	3	2	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
	.9	3.0	-	-	-	1.7	-	-	-	-	-	-	-	-	-	-	-	-
SUBNET: NON-CHAIN	3	2	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	0
	100.0	100.0	-	-	-	100.0	-	-	-	-	-	-	-	-	-	-	-	-
NET: OTHER ETHNIC	8	2	3	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0
	2.3	3.0	2.2	5.1	-	1.7	-	-	-	-	-	-	-	-	-	-	-	-
SUBNET: NATIONAL/REGIONAL CHAIN	1	0	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	12.5	-	33.3	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
SUBNET: NON-CHAIN	7	2	2	2	0	1	0	0	0	0	0	0	0	0	0	0	0	0
	87.5	100.0	66.7	100.0	-	100.0	-	-	-	-	-	-	-	-	-	-	-	-

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD DINNER AT A SIT DOWN RESTAURANT, FAST FOOD RESTAURANT OR CAFETERIA/BUFFET

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
NET: STEAK	27 7.9	1 1.5	14 10.1	5 12.8	3 7.9	4 6.7	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	19 70.4	0 -	10 71.4	4 80.0	2 66.7	3 75.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	8 29.6	1 100.0	4 28.6	1 20.0	1 33.3	1 25.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NET: HAMBURGER	4 1.2	1 1.5	1 .7	1 2.6	0 -	1 1.7	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	4 100.0	1 100.0	1 100.0	1 100.0	0 -	1 100.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NET: SANDWICH	1 .3	0 -	1 .7	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	1 100.0	0 -	1 100.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NET: CHICKEN	5 1.5	0 -	3 2.2	0 -	2 5.3	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	5 100.0	0 -	3 100.0	0 -	2 100.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NET: PIZZA	3 .9	0 -	1 .7	1 2.6	1 2.6	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	3 100.0	0 -	1 100.0	1 100.0	1 100.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD DINNER AT A SIT DOWN RESTAURANT, FAST FOOD RESTAURANT OR CAFETERIA/BUFFET

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBC OF CIRC	EA-SIEST THING AVAIL
NET: CAFETERIA	129 37.7	22 32.8	46 33.3	14 35.9	21 55.3	26 43.3	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	56 43.4	13 59.1	21 45.7	7 50.0	8 38.1	7 26.9	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	73 56.6	9 40.9	25 54.3	7 50.0	13 61.9	19 73.1	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NET: FAMILY/GEN AL MENU	104 30.4	20 29.9	50 36.2	11 28.2	6 15.8	17 28.3	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	41 39.4	1 5.0	21 42.0	5 45.5	3 50.0	11 64.7	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	63 60.6	19 95.0	29 58.0	6 54.5	3 50.0	6 35.3	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NET: OTHER	13 3.8	7 10.4	2 1.4	1 2.6	2 5.3	1 1.7	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	4 30.8	0 -	2 100.0	1 100.0	1 50.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	9 69.2	7 100.0	0 -	0 -	1 50.0	1 100.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SIGMA	45 13.3	4 6.0	23 16.6	7 18.0	6 15.8	5 8.4	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD CARRY-OUT/DELIVERED FOOD FOR DINNER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	0	0	0	0	0	0	755	18	104	232	139	236	268	5	14	96	77	58
TOTAL ANSWERING	0	0	0	0	0	0	755	18	104	232	139	236	268	5	14	96	77	58
NET: FISH/SEAFOOD	0 -	0 -	0 -	0 -	0 -	0 -	39 5.2	1 5.6	13 12.5	12 5.2	7 5.0	4 1.7	1 .4	0 -	0 -	1 1.0	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	21 53.8	1 100.0	8 61.5	5 41.7	5 71.4	0 -	1 100.0	0 -	0 -	1 100.0	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	16 76.2	1 100.0	5 62.5	5 100.0	4 80.0	0 -	1 100.0	0 -	0 -	1 100.0	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	5 23.8	0 -	3 37.5	0 -	1 20.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	18 46.2	0 -	5 38.5	7 58.3	2 28.6	4 100.0	0 -	0 -	0 -	0 -	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	9 50.0	0 -	1 20.0	4 57.1	1 50.0	3 75.0	0 -	0 -	0 -	0 -	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	8 44.4	0 -	4 80.0	2 28.6	1 50.0	1 25.0	0 -	0 -	0 -	0 -	0 -	0 -
NET: AMERICAN	0 -	0 -	0 -	0 -	0 -	0 -	17 2.3	0 -	3 2.9	2 .9	5 3.6	7 3.0	3 1.1	1 20.0	0 -	1 1.0	0 -	1 1.7
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	9 52.9	0 -	1 33.3	0 -	3 60.0	5 71.4	0 -	0 -	0 -	0 -	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	9 100.0	0 -	1 100.0	0 -	3 100.0	5 100.0	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	8 47.1	0 -	2 66.7	2 100.0	2 40.0	2 28.6	3 100.0	1 100.0	0 -	1 100.0	0 -	1 100.0

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD CARRY-OUT/DELIVERED FOOD FOR DINNER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	4 50.0	0 -	1 50.0	1 50.0	1 50.0	1 50.0	1 33.3	0 -	0 -	0 -	0 -	1 100.0
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	3 37.5	0 -	1 50.0	0 -	1 50.0	1 50.0	2 66.7	1 100.0	0 -	1 100.0	0 -	0 -
NET: ORIENTAL	0 -	0 -	0 -	0 -	0 -	0 -	94 12.5	3 16.7	13 12.5	56 24.1	11 7.9	10 4.2	11 4.1	1 20.0	1 7.1	5 5.2	1 1.3	1 1.7
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	94 100.0	3 100.0	13 100.0	56 100.0	11 100.0	10 100.0	11 100.0	1 100.0	1 100.0	5 100.0	1 100.0	1 100.0
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	26 27.7	0 -	3 23.1	17 30.4	3 27.3	3 30.0	2 18.2	0 -	0 -	1 20.0	1 100.0	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	67 71.3	3 100.0	10 76.9	38 67.9	8 72.7	7 70.0	9 81.8	1 100.0	1 100.0	4 80.0	0 -	1 100.0
NET: ITALIAN	0 -	0 -	0 -	0 -	0 -	0 -	37 4.9	0 -	4 3.8	15 6.5	8 5.8	8 3.4	22 8.2	1 20.0	1 7.1	9 9.4	7 9.1	2 3.4
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	5 13.5	0 -	1 25.0	1 6.7	3 37.5	0 -	9 40.9	1 100.0	0 -	2 22.2	4 57.1	1 50.0
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	1 20.0	0 -	0 -	0 -	1 33.3	0 -	9 100.0	1 100.0	0 -	2 100.0	4 100.0	1 100.0
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	4 80.0	0 -	1 100.0	1 100.0	2 66.7	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	32 86.5	0 -	3 75.0	14 93.3	5 62.5	8 100.0	13 59.1	0 -	1 100.0	7 77.8	3 42.9	1 50.0
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	9 28.1	0 -	0 -	5 35.7	3 60.0	1 12.5	4 30.8	0 -	0 -	3 42.9	0 -	1 100.0

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD CARRY-OUT/DELIVERED FOOD FOR DINNER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	23 71.9	0 -	3 100.0	9 64.3	2 40.0	7 87.5	9 69.2	0 -	1 100.0	4 57.1	3 100.0	0 -
NET: OTHER ETHNIC	0 -	0 -	0 -	0 -	0 -	0 -	20 2.6	2 11.1	1 1.0	4 1.7	4 2.9	9 3.8	3 1.1	0 -	1 7.1	1 1.0	1 1.3	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	11 55.0	0 -	0 -	2 50.0	3 75.0	6 66.7	0 -	0 -	0 -	0 -	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	10 90.9	0 -	0 -	2 100.0	3 100.0	5 83.3	0 -	0 -	0 -	0 -	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	1 9.1	0 -	0 -	0 -	0 -	1 16.7	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	9 45.0	2 100.0	1 100.0	2 50.0	1 25.0	3 33.3	3 100.0	0 -	1 100.0	1 100.0	1 100.0	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	2 22.2	0 -	0 -	1 50.0	1 100.0	0 -	1 33.3	0 -	0 -	0 -	1 100.0	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	7 [illegible].8	2 100.0	1 100.0	1 50.0	0 -	3 100.0	2 66.7	0 -	1 100.0	1 100.0	0 -	0 -
NET: BARBECUE	0 -	0 -	0 -	0 -	0 -	0 -	15 2.0	0 -	3 2.9	5 2.2	3 2.2	4 1.7	3 1.1	1 20.0	0 -	2 2.1	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	3 20.0	0 -	0 -	2 40.0	0 -	1 25.0	0 -	0 -	0 -	0 -	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	3 100.0	0 -	0 -	2 100.0	0 -	1 100.0	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	12 80.0	0 -	3 100.0	3 60.0	3 100.0	3 75.0	3 100.0	1 100.0	0 -	2 100.0	0 -	0 -

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE , HAD CARRY-OUT/DELIVERED FOOD FOR DINNER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	5 41.7	0 -	2 66.7	1 33.3	0 -	2 66.7	1 33.3	0 -	0 -	1 50.0	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	7 58.3	0 -	1 33.3	2 66.7	3 100.0	1 33.3	1 33.3	0 -	0 -	1 50.0	0 -	0 -
NET: HAMBURGER	0 -	0 -	0 -	0 -	0 -	0 -	162 21.5	2 11.1	13 12.5	27 11.6	27 19.4	87 36.9	2 .7	0 -	0 -	0 -	1 1.3	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	139 85.8	1 50.0	11 84.6	22 81.5	23 85.2	76 87.4	1 50.0	0 -	0 -	0 -	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	138 99.3	1 100.0	11 100.0	21 95.5	23 100.0	76 100.0	1 100.0	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	23 14.2	1 50.0	2 15.4	5 18.5	4 14.8	11 12.6	1 50.0	0 -	0 -	0 -	1 100.0	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	18 78.3	1 100.0	1 50.0	5 100.0	2 50.0	9 81.8	0 -	0 -	0 -	0 -	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	4 17.4	0 -	1 50.0	0 -	1 25.0	2 18.2	1 100.0	0 -	0 -	0 -	1 100.0	0 -
NET: SANDWICH	0 -	0 -	0 -	0 -	0 -	0 -	31 4.1	0 -	5 4.8	7 3.0	5 3.6	13 5.5	1 .4	0 -	1 7.1	0 -	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	24 77.4	0 -	3 60.0	4 57.1	4 80.0	12 92.3	1 100.0	0 -	1 100.0	0 -	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	23 95.8	0 -	3 100.0	4 100.0	3 75.0	12 100.0	1 100.0	0 -	1 100.0	0 -	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	1 4.2	0 -	0 -	0 -	1 25.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE , HAD CARRY-OUT/DELIVERED FOOD FOR DINNER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
SUBNET: NON-CHAIN	0	0	0	0	0	0	7	0	2	3	1	1	0	0	0	0	0	0
	-	-	-	-	-	-	22.6	-	40.0	42.9	20.0	7.7	-	-	-	-	-	-
FAST FOOD	0	0	0	0	0	0	3	0	0	1	1	1	0	0	0	0	0	0
	-	-	-	-	-	-	42.9	-	-	33.3	100.0	100.0	-	-	-	-	-	-
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0	0	0	0	0	0	2	0	1	1	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	28.6	-	50.0	33.3	-	-	-	-	-	-	-	-
NET: CHICKEN	0	0	0	0	0	0	117	4	19	29	20	40	1	0	0	1	0	0
	-	-	-	-	-	-	15.5	22.2	18.3	12.5	14.4	16.9	.4	-	-	1.0	-	-
SUBNET: NATIONAL/REGIONAL CHAIN	0	0	0	0	0	0	101	4	17	25	17	34	0	0	0	0	0	0
	-	-	-	-	-	-	86.3	100.0	89.5	86.2	85.0	85.0	-	-	-	-	-	-
FAST FOOD	0	0	0	0	0	0	85	1	11	22	15	32	0	0	0	0	0	0
	-	-	-	-	-	-	84.2	25.0	64.7	88.0	88.2	94.1	-	-	-	-	-	-
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0	0	0	0	0	0	11	3	2	2	2	2	0	0	0	0	0	0
	-	-	-	-	-	-	10.9	75.0	11.8	8.0	11.8	5.9	-	-	-	-	-	-
SUBNET: NON-CHAIN	0	0	0	0	0	0	16	0	2	4	3	6	1	0	0	1	0	0
	-	-	-	-	-	-	13.7	-	10.5	13.8	15.0	15.0	100.0	-	-	100.0	-	-
FAST FOOD	0	0	0	0	0	0	13	0	1	3	3	6	1	0	0	1	0	0
	-	-	-	-	-	-	81.3	-	50.0	75.0	100.0	100.0	100.0	-	-	100.0	-	-
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0	0	0	0	0	0	2	0	1	1	0	0	0	0	0	0	0	0
	-	-	-	-	-	-	12.5	-	50.0	25.0	-	-	-	-	-	-	-	-
NET: PIZZA	0	0	0	0	0	0	177	6	19	61	41	43	207	1	7	72	65	50
	-	-	-	-	-	-	23.4	33.3	18.3	26.3	29.5	18.2	77.2	20.0	50.0	75.0	84.4	86.2
SUBNET: NATIONAL/REGIONAL CHAIN	0	0	0	0	0	0	92	5	10	30	27	17	133	0	5	46	45	32
	-	-	-	-	-	-	52.0	83.3	52.6	49.2	65.9	39.5	64.3	-	71.4	63.9	69.2	64.0

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE , HAD CARRY-OUT/DELIVERED FOOD FOR DINNER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	42 45.7	1 20.0	3 30.0	14 46.7	12 44.4	10 58.8	110 82.7	0 -	4 80.0	37 80.4	37 82.2	28 87.5
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	49 53.3	4 80.0	7 70.0	16 53.3	14 51.9	7 41.2	22 16.5	0 -	1 20.0	9 19.6	8 17.8	3 9.4
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	85 48.0	1 16.7	9 47.4	31 50.8	14 34.1	26 60.5	74 35.7	1 100.0	2 28.6	26 36.1	20 30.8	18 36.0
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	53 62.4	1 100.0	5 55.6	18 58.1	10 71.4	16 61.5	51 68.9	0 -	1 50.0	20 76.9	12 60.0	13 72.2
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	27 31.8	0 -	3 33.3	11 35.5	3 21.4	10 38.5	21 28.4	1 100.0	1 50.0	6 23.1	7 35.0	4 22.2
NET: CAFETERIA	0 -	0 -	0 -	0 -	0 -	0 -	1 .1	0 -	0 -	1 .4	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	1 100.0	0 -	0 -	1 100.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	1 100.0	0 -	0 -	1 100.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NET: FAMILY/GEN AL MENU	0 -	0 -	0 -	0 -	0 -	0 -	32 4.2	0 -	9 8.7	8 3.4	5 3.6	9 3.8	2 .7	0 -	1 7.1	1 1.0	0 -	0 -
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	13 40.6	0 -	7 77.8	1 12.5	2 40.0	2 22.2	0 -	0 -	0 -	0 -	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	8 61.5	0 -	3 42.9	1 100.0	2 100.0	1 50.0	0 -	0 -	0 -	0 -	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	2 15.4	0 -	2 28.6	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

Q.6/7 MOST RECENT DINNER OCCASION - TYPE OF ESTABLISHMENT

BASE: BASE ,HAD CARRY-OUT/DELIVERED FOOD FOR DINNER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	19 59.4	0 -	2 22.2	7 87.5	3 60.0	7 77.8	2 100.0	0 -	1 100.0	1 100.0	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	7 36.8	0 -	2 100.0	3 42.9	1 33.3	1 14.3	0 -	0 -	0 -	0 -	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	10 52.6	0 -	0 -	3 42.9	2 66.7	5 71.4	2 100.0	0 -	1 100.0	1 100.0	0 -	0 -
NET: OTHER	0 -	0 -	0 -	0 -	0 -	0 -	12 1.6	0 -	2 1.9	5 2.2	2 1.4	2 .8	3 1.1	0 -	0 -	0 -	1 1.3	1 1.7
SUBNET: NATIONAL/REGIONAL CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	4 33.3	0 -	2 100.0	1 20.0	1 50.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	4 100.0	0 -	2 100.0	1 100.0	1 100.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SUBNET: NON-CHAIN	0 -	0 -	0 -	0 -	0 -	0 -	8 66.7	0 -	0 -	4 80.0	1 50.0	2 100.0	3 100.0	0 -	0 -	0 -	1 100.0	1 100.0
FAST FOOD	0 -	0 -	0 -	0 -	0 -	0 -	3 37.5	0 -	0 -	1 25.0	0 -	1 50.0	1 33.3	0 -	0 -	0 -	0 -	0 -
SIT-DOWN RESTAURANT WITH TABLE SERVICE	0 -	0 -	0 -	0 -	0 -	0 -	2 25.0	0 -	0 -	2 50.0	0 -	0 -	2 66.7	0 -	0 -	0 -	1 100.0	1 100.0
SIGMA	0 -	0 -	0 -	0 -	0 -	0 -	1237 2326.	32 877.8	172 1960.	407 2226.	229 2133.	355 1937.	501 1555.	8 480.0	22 771.3	183 1194.	148 889.8	106 782.6

Q.8 MOST RECENT DINNER OCCASION - AMOUNT SPENT ON DINNER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	10	2	5	1	2	0	27	0	1	0	1	1	12	0	2	4	1	3
TOTAL ANSWERING	332	65	133	38	36	60	728	18	103	232	138	235	256	5	12	92	76	55
$1-5	22	1	4	3	2	12	113	2	11	26	20	54	4	0	1	1	1	1
	6.6	1.5	3.0	7.9	5.6	20.0	15.5	11.1	10.7	11.2	14.5	23.0	1.6	-	8.3	1.1	1.3	1.8
$6-10	85	7	45	9	8	16	280	6	46	79	54	93	81	0	3	33	16	24
	25.6	10.8	33.8	23.7	22.2	26.7	38.5	33.3	44.7	34.1	39.1	39.6	31.6	-	25.0	35.9	21.1	43.6
$11-15	88	18	32	12	11	15	201	4	27	63	40	67	114	1	3	39	40	26
	26.5	27.7	24.1	31.6	30.6	25.0	27.6	22.2	26.2	27.2	29.0	28.5	44.5	20.0	25.0	42.4	52.6	47.3
$16-20	55	8	25	7	6	9	75	3	7	36	14	15	33	1	3	12	11	4
	16.6	12.3	18.8	18.4	16.7	15.0	10.3	16.7	6.8	15.5	10.1	6.4	12.9	20.0	25.0	13.0	14.5	7.3
$21-30	49	12	19	7	5	6	45	2	9	25	6	3	17	2	1	5	7	0
	14.8	18.5	14.3	18.4	13.9	10.0	6.2	11.1	8.7	10.8	4.3	1.3	6.6	40.0	8.3	5.4	9.2	-
$31-40	19	8	8	0	3	0	8	1	2	3	2	0	5	1	1	2	0	0
	5.7	12.3	6.0	-	8.3	-	1.1	5.6	1.9	1.3	1.4	-	2.0	20.0	8.3	2.2	-	-
$41-50	4	4	0	0	0	0	3	0	0	0	1	2	1	0	0	0	0	0
	1.2	6.2	-	-	-	-	.4	-	-	-	.7	.9	.4	-	-	-	-	-
$51-75	3	2	0	0	1	0	1	0	0	0	0	1	1	0	0	0	1	0
	.9	3.1	-	-	2.8	-	.1	-	-	-	-	.4	.4	-	-	-	1.3	-
$76-100	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	.3	1.5	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
$100 OR MORE	6	4	0	0	0	2	2	0	1	0	1	0	0	0	0	0	0	0
	1.8	6.2	-	-	-	3.3	.3	-	1.0	-	.7	-	-	-	-	-	-	-
MEDIAN	13.35	19.06	12.73	12.92	13.64	10.67	9.48	11.25	9.40	10.87	9.54	8.41	11.89	22.50	13.33	11.54	12.63	10.48

Q.8 MOST RECENT DINNER OCCASION - AMOUNT SPENT ON DINNER

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
MEAN	24.3	55.2	15.5	14.8	17.4	20.3	12.9	14.5	17.6	12.9	14.2	10.0	13.8	24.2	16.1	13.2	14.8	11.3
STD. DEV.	72.2	153.2	8.6	7.1	11.2	44.6	26.9	8.5	58.3	7.0	33.4	6.7	7.3	9.6	10.0	6.1	8.3	3.3
STD. ERR.	3.953	18.86	.743	1.146	1.874	5.752	.998	2.013	5.749	.460	2.842	.436	.453	4.283	2.898	.633	.950	.444
SIGMA	332	65	133	38	36	60	728	18	103	232	138	235	256	5	12	92	76	55
	100.0	100.1	100.0	100.0	100.1	100.0	100.0	100.0	100.0	100.1	99.8	100.1	100.0	100.0	99.9	100.0	100.0	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

Q.8 MOST RECENT DINNER OCCASION - AVERAGE AMOUNT SPENT ON DINNER PER PERSON

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	24	4	12	3	4	1	56	0	7	9	6	10	20	0	4	7	3	4
TOTAL ANSWERING	318	63	126	36	34	59	699	18	97	223	133	226	248	5	10	89	74	54
$1-5	181	27	74	20	20	40	565	14	80	157	114	198	175	1	9	59	51	45
	56.9	42.9	58.7	55.6	58.8	67.8	80.8	77.8	82.5	70.4	85.7	87.6	70.6	20.0	90.0	66.3	68.9	83.3
$6-10	126	29	51	16	11	19	117	3	13	59	17	25	61	3	1	24	20	8
	39.6	46.0	40.5	44.4	32.4	32.2	16.7	16.7	13.4	26.5	12.8	11.1	24.6	60.0	10.0	27.0	27.0	14.8
$11-15	7	5	1	0	1	0	11	1	2	7	0	1	9	1	0	4	3	1
	2.2	7.9	.8	-	2.9	-	1.6	5.5	2.1	3.1	-	.4	3.6	20.0	-	4.5	4.1	1.9
$16-20	0	0	0	0	0	0	3	0	1	0	1	1	2	0	0	2	0	0
	-	-	-	-	-	-	.4	-	1.0	-	.8	.4	.8	-	-	2.2	-	-
$31-40	3	1	0	0	2	0	1	0	0	0	0	1	1	0	0	0	0	0
	.9	1.6	-	-	5.9	-	.1	-	-	-	-	.4	.4	-	-	-	-	-
$41-50	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	.3	1.6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
$100 OR MORE	0	0	0	0	0	0	2	0	1	0	1	0	0	0	0	0	0	0
	-	-	-	-	-	-	.3	-	1.0	-	.8	-	-	-	-	-	-	-
MEDIAN	?	5.78	?	?	?	?	?	?	?	?	?	?	?	7.50	?	?	?	?
MEAN	5.7	7.3	5.1	5.3	7.1	4.8	5.1	4.7	7.2	4.6	6.6	3.8	4.9	8.2	3.6	5.1	4.8	4.1
STD. DEV.	4.4	6.6	1.8	1.7	8.2	1.8	18.7	3.2	30.0	2.4	34.0	2.7	3.3	2.3	1.7	3.2	2.6	2.1
STD. ERR.	.244	.830	.165	.282	1.404	.240	.705	.744	3.030	.163	2.948	.179	.207	1.007	.535	.334	.300	.284
SIGMA	318	63	126	36	34	59	699	18	97	223	133	226	248	5	10	89	74	54
	99.9	100.0	100.0	100.0	100.0	100.0	99.9	100.1	100.0	100.0	100.1	99.9	100.0	100.0	100.0	100.0	100.0	100.0

Q.9 MOST RECENT DINNER OCCASION - WHETHER A COUPON OR SPECIAL OFFER WAS USED

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	2	0	2	0	0	0	31	0	1	2	2	1	11	0	2	4	1	3
TOTAL ANSWERING	340	67	136	39	38	60	724	18	103	230	137	235	257	5	12	92	76	55
YES	36	2	13	9	7	5	160	4	24	46	43	43	113	0	4	42	38	23
	10.6	3.0	9.6	23.1	18.4	8.3	22.1	22.2	23.3	20.0	31.4	18.3	44.0	-	33.3	45.7	50.0	41.8
NO	304	65	123	30	31	55	564	14	79	184	94	192	144	5	8	50	38	32
	89.4	97.0	90.4	76.9	81.6	91.7	77.9	77.8	76.7	80.0	68.6	81.7	56.0	100.0	66.7	54.3	50.0	58.2
SIGMA	340	67	136	39	38	60	724	18	103	230	137	235	257	5	12	92	76	55
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Q.10 STATEMENT AS A RATING OF HOW RESPONDENT FELT AT TIME DECIDED TO EAT AT REST/CARRY-OUT/HAVE DINNER DELIVERED -- MEAN SUMMARY

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
I/WE WANTED THE EASIEST THING AVAILABLE--THE OPTION WITH THE LEAST HASSLES																		
MEAN	5.50	3.57	4.93	6.67	5.08	8.48	6.83	5.67	4.79	6.42	6.33	8.51	7.31	6.00	6.38	7.12	6.77	8.68
I/WE JUST HAD A CRAVING FOR SOMETHING DIFFERENT, SOMETHING I/WE DIDN'T HAVE AT HOME																		
MEAN	5.08	5.97	5.45	6.26	4.50	2.85	5.59	7.28	5.95	7.61	5.29	3.46	6.56	9.60	4.54	8.22	6.21	4.49
I/WE FELT LIKE I/WE DESERVED A TREAT OR REWARD																		
MEAN	4.48	7.07	3.65	5.14	5.00	2.66	4.10	6.33	3.97	4.94	4.50	2.92	5.39	9.60	4.08	6.36	5.30	3.81
I/WE WERE FEELING PRETTY RELAXED AND AGREEABLE. I/WE DIDN'T HAVE VERY STRONG FEELINGS ABOUT WHAT, IN PARTICULAR, I/WE WANTED TO EAT. I/WE JUST WENT ALONG WITH SOMEONE ELSE'S SUGGESTION																		
MEAN	4.28	4.81	3.85	3.25	5.13	4.73	3.39	4.78	2.94	3.32	4.28	3.01	3.80	5.20	3.17	2.69	5.01	4.02
WHAT WITH MEETINGS, WORKING LATE, SOMEBODY OUT OF TOWN, SPORTS, LESSONS, AND CRAZY SCHEDULES I/WE JUST WANTED TO MAKE SURE THAT I/WE GOT SOMETHING TO EAT FOR DINNER																		
MEAN	3.74	2.87	2.75	3.89	4.76	6.12	5.09	3.50	2.40	4.35	5.11	7.10	5.02	5.20	4.50	3.83	5.03	7.03
I/WE WERE IN AN UP MOOD, A PARTY MOOD. I/WE FELT LIKE HAVING FUN																		
MEAN	3.40	6.91	2.47	2.60	3.61	1.86	2.45	7.44	1.89	2.62	3.26	1.65	3.07	9.00	1.85	3.09	3.87	1.74

Q.10 STATEMENT AS A RATING OF HOW RESPONDENT FELT AT TIME DECIDED TO EAT AT REST/CARRY-OUT/HAVE DINNER DELIVERED -- MEAN SUMMARY

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
ALL I/WE WANTED TO DO WAS GET IT OVER WITH. I/WE KNEW WE HAD TO EAT SOMETHING BUT I/WE DIDN'T GIVE TOO MUCH THOUGHT TO WHAT IT WAS ,NOR DID I/WE CARE VERY MUCH																		
MEAN	3.09	2.18	1.93	2.72	3.97	6.34	3.76	2.28	1.86	2.42	3.94	5.91	3.58	3.40	1.92	1.90	4.01	6.11
I/WE FELT PRESSED FOR TIME																		
MEAN	2.82	1.93	1.72	2.53	3.76	5.80	3.73	2.39	1.53	2.12	3.78	6.34	3.45	2.20	2.25	1.95	3.44	6.22
IT GOT TOO LATE TO COOK OR DO WHAT I/WE WOULD HAVE REALLY LIKED TO DO FOR DINNER																		
MEAN	2.76	1.60	2.14	3.33	3.50	4.61	4.29	2.00	2.19	3.34	4.72	6.05	4.87	5.80	3.67	3.80	4.94	6.72
I/WE HAD SOMETHING TO CELEBRATE																		
MEAN	2.72	6.70	1.39	1.15	3.57	1.41	1.78	6.00	1.22	1.59	2.78	1.28	2.10	9.00	1.92	1.77	2.82	1.11
I/WE DIDN'T HAVE ANY ENERGY LEFT																		
MEAN	2.50	1.84	1.53	2.92	3.55	4.46	3.93	2.44	1.83	2.93	4.19	5.80	4.65	4.20	2.25	3.25	4.90	7.10

Q.11 DEGREE TO WHICH STATEMENT HAD TO DO WITH DECISION TO GET DINNER AT SELECTED PLACE — MEAN SUMMARY

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
FOOD QUALITY																		
MEAN	8.31	8.89	9.21	8.65	5.35	7.21	7.92	8.83	9.48	8.96	5.45	7.58	7.81	9.20	9.57	8.73	5.73	8.54
CLEANLINESS																		
MEAN	8.25	8.66	9.20	7.89	5.65	7.39	6.78	8.33	9.35	6.92	4.04	7.05	4.91	9.60	9.29	5.07	3.05	5.57
THEIR PRICE RANGES																		
MEAN	8.16	7.65	8.89	8.63	6.03	8.12	7.70	7.72	8.97	8.09	5.74	7.91	7.23	8.00	8.71	7.93	5.51	7.98
VALUE FOR THE MONEY																		
MEAN	8.15	8.20	9.24	8.43	5.27	7.18	7.41	8.00	9.16	7.88	4.90	7.58	6.65	7.40	9.57	7.32	4.83	7.18
SPEED OF SERVICE																		
MEAN	7.97	7.64	8.48	8.06	6.03	8.36	8.04	7.89	9.00	8.37	6.04	8.47	8.15	7.00	8.71	8.90	6.66	8.89
THEIR VARIETY																		
MEAN	7.95	8.63	9.01	7.53	5.27	6.65	4.40	5.89	7.12	4.52	3.49	3.53	4.00	6.00	7.93	4.09	3.45	3.47
FRESH FOOD/INGREDIENTS																		
MEAN	7.92	8.42	8.98	8.34	5.19	6.40	6.89	8.78	8.54	7.91	5.18	6.03	7.01	9.40	8.46	8.12	5.39	6.82

Q.11 DEGREE TO WHICH STATEMENT HAD TO DO WITH DECISION TO GET DINNER AT SELECTED PLACE -- MEAN SUMMARY

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
CONVENIENCE OF LOCATION																		
MEAN	7.71	7.22	8.57	6.57	5.49	8.41	8.03	7.17	9.38	8.06	6.15	8.58	6.06	9.00	9.57	5.89	5.13	6.45
NICE PLACE TO GO																		
MEAN	7.56	8.60	8.67	6.47	5.19	6.02	5.38	8.56	8.60	5.00	3.90	5.03	3.34	7.80	8.57	2.94	2.71	3.18
COMFORTABLE SEATING																		
MEAN	7.54	8.32	8.76	4.69	5.03	7.23	2.98	5.28	6.49	1.96	2.68	2.47	2.27	6.00	6.46	1.51	2.43	1.98
FRIENDLY PEOPLE/SERVICE																		
MEAN	7.48	8.06	8.76	5.61	5.19	6.46	6.21	8.94	9.06	6.17	4.13	6.01	4.91	7.80	9.00	5.25	3.45	5.05
FOOD PRESENTATION																		
MEAN	7.20	8.16	8.50	5.60	4.59	5.71	5.49	8.33	8.64	5.79	3.73	4.64	5.27	8.80	9.21	5.79	3.83	5.07
THE SIZE OF THE PORTIONS																		
MEAN	6.99	7.23	8.04	6.58	4.97	5.75	6.03	8.33	8.43	6.36	4.43	5.40	5.67	7.80	8.43	5.91	4.65	5.82
THEIR CONSISTENCY																		
MEAN	6.79	7.49	7.95	6.22	4.78	5.02	6.90	8.22	8.85	7.34	4.54	6.88	6.73	8.00	8.92	7.48	4.82	7.47

Q.11 DEGREE TO WHICH STATEMENT HAD TO DO WITH DECISION TO GET DINNER AT SELECTED PLACE — MEAN SUMMARY

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
NO LINES/NO WAITING																		
MEAN	6.09	6.05	6.77	4.69	4.27	6.60	5.97	6.67	7.81	5.93	4.17	6.23	5.79	4.60	7.86	6.01	4.53	6.70
THE HOURS THEY'RE OPEN																		
MEAN	6.05	5.80	7.34	4.03	4.46	5.64	5.92	7.94	8.33	5.74	4.10	5.97	5.77	6.80	8.64	6.52	4.25	5.81
THEY HAVE UNIQUE OR ORIGINAL FOOD																		
MEAN	5.15	6.54	5.39	5.36	4.00	3.58	5.00	7.28	6.57	5.81	4.25	3.79	4.76	6.20	6.62	5.71	4.09	3.54
KIDS LIKE IT																		
MEAN	4.01	3.87	4.55	2.77	4.51	3.39	5.06	5.50	5.79	4.53	5.44	5.00	5.62	6.40	7.00	5.67	5.16	5.79
SPECIAL DEALS/COUPONS																		
MEAN	3.03	2.46	3.37	3.22	3.57	2.45	3.77	3.94	5.15	3.31	4.18	3.38	5.32	5.60	6.62	5.34	5.16	5.19

RESPONDENT'S EMPLOYMENT STATUS

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	9	0	4	3	0	2	13	0	0	5	4	4	6	0	1	4	0	1
TOTAL ANSWERING	333	67	134	36	38	58	742	18	104	227	135	232	262	5	13	92	77	57
FULL-TIME	171	33	67	21	22	28	447	11	47	144	84	146	167	2	7	56	57	34
	51.4	49.3	50.0	58.3	57.9	48.3	60.2	61.1	45.2	63.4	62.2	62.9	63.7	40.0	53.8	60.9	74.0	59.6
PART-TIME	37	5	13	7	4	8	91	2	16	25	16	30	34	0	0	14	7	10
	11.1	7.5	9.7	19.4	10.5	13.8	12.3	11.1	15.4	11.0	11.9	12.9	13.0	-	-	15.2	9.1	17.5
RETIRED	93	19	44	7	9	14	91	2	21	32	13	19	14	1	2	6	1	2
	27.9	28.4	32.8	19.4	23.7	24.1	12.3	11.1	20.2	14.1	9.6	8.2	5.3	20.0	15.4	6.5	1.3	3.5
NOT EMPLOYED	32	10	10	1	3	8	113	3	20	26	22	37	47	2	4	16	12	11
	9.6	14.9	7.5	2.8	7.9	13.8	15.2	16.7	19.2	11.5	16.3	15.9	17.9	40.0	30.8	17.4	15.6	19.3
SIGMA	333	67	134	36	38	58	742	18	104	227	135	232	262	5	13	92	77	57
	100.0	100.1	100.0	99.9	100.0	100.0	100.0	100.0	100.0	100.0	100.0	99.9	99.9	100.0	100.0	100.0	100.0	99.9

ANNUAL HOUSEHOLD INCOME

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
TOTAL ANSWERING	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
UNDER $10,000 (5.0)	50	14	20	4	5	7	91	6	21	17	14	27	35	2	3	13	6	6
	14.6	20.9	14.5	10.3	13.2	11.7	12.1	33.3	20.2	7.3	10.1	11.4	13.1	40.0	21.4	13.5	7.8	10.3
$10,000 - $19,999 (14.9)	65	9	35	6	7	8	126	3	24	40	19	37	34	1	1	15	9	7
	19.0	13.4	25.4	15.4	18.4	13.3	16.7	16.7	23.1	17.2	13.7	15.7	12.7	20.0	7.1	15.6	11.7	12.1
$20,000 - $29,999 (24.9)	67	11	29	7	7	13	137	3	20	39	31	40	51	0	3	24	16	5
	19.6	16.4	21.0	17.9	18.4	21.7	18.1	16.7	19.2	16.8	22.3	16.9	19.0	-	21.4	25.0	20.8	8.6
$30,000 - $44,999 (37.5)	83	16	27	13	9	18	202	3	20	72	35	64	75	1	5	22	20	22
	24.3	23.9	19.6	33.3	23.7	30.0	26.8	16.7	19.2	31.0	25.2	27.1	28.0	20.0	35.7	22.9	26.0	37.9
$45,000 AND OVER (52.5)	77	17	27	9	10	14	199	3	19	64	40	68	73	1	2	22	26	18
	22.5	25.4	19.6	23.1	26.3	23.3	26.4	16.7	18.3	27.6	28.8	28.8	27.2	20.0	14.3	22.9	33.8	31.0
SIGMA	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
	100.0	100.0	100.1	100.0	100.0	100.0	100.1	100.1	100.0	99.9	100.1	99.9	100.0	100.0	99.9	99.9	100.1	99.9

RESPONDENT'S EDUCATION

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NO ANSWER	4	0	1	1	0	2	6	0	0	1	2	3	1	0	0	0	0	1
TOTAL ANSWERING	338	67	137	38	38	58	749	18	104	231	137	233	267	5	14	96	77	57
ATTENDED GRADE SCHOOL	4 1.2	0 -	4 2.9	0 -	0 -	0 -	7 .9	0 -	0 -	2 .9	3 2.2	1 .4	3 1.1	0 -	1 7.1	1 1.0	0 -	1 1.8
GRADUATED FROM GRADE SCHOOL	6 1.8	1 1.5	2 1.5	3 7.9	0 -	0 -	13 1.7	1 5.6	1 1.0	5 2.2	2 1.5	4 1.7	3 1.1	0 -	0 -	0 -	1 1.3	0 -
ATTENDED HIGH SCHOOL	31 9.2	4 6.0	17 12.4	5 13.2	0 -	5 8.6	58 7.7	4 22.2	16 15.4	12 5.2	6 4.4	20 8.6	17 6.4	2 40.0	2 14.3	8 8.3	4 5.2	1 1.8
GRADUATED FROM HIGH SCHOOL	130 38.5	25 37.3	58 42.3	12 31.6	14 36.8	21 36.2	257 34.3	7 38.9	39 37.5	87 37.7	43 31.4	68 29.2	80 30.0	1 20.0	8 57.1	32 33.3	17 22.1	18 31.6
ATTENDED COLLEGE	87 25.7	22 32.8	36 26.3	9 23.7	11 28.9	9 15.5	207 27.6	3 16.7	32 30.8	56 24.2	37 27.0	71 30.5	81 30.3	1 20.0	1 7.1	30 31.3	28 36.4	15 26.3
GRADUATED FROM COLLEGE	37 10.9	5 7.5	8 5.8	6 15.8	7 18.4	11 19.0	107 14.3	3 16.7	10 9.6	32 13.9	24 17.5	36 15.5	45 16.9	1 20.0	2 14.3	15 15.6	10 13.0	11 19.3
COLLEGE POST GRADUATE	43 12.7	10 14.9	12 8.8	3 7.9	6 15.8	12 20.7	100 13.4	0 -	6 5.8	37 16.0	22 16.1	33 14.2	38 14.2	0 -	0 -	10 10.4	17 22.1	11 19.3
SIGMA	338 100.0	67 100.0	137 100.0	38 100.1	38 99.9	58 100.0	749 99.9	18 100.1	104 100.1	231 100.1	137 100.1	233 100.1	267 100.0	5 100.0	14 99.9	96 99.9	77 100.1	57 100.1

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

HOUSEHOLD SIZE

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
TOTAL ANSWERING	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
1 MEMBER	57 16.7	10 14.9	24 17.4	5 12.8	9 23.7	9 15.0	98 13.0	0 -	14 13.5	32 13.8	12 8.6	36 15.3	42 15.7	0 -	2 14.3	12 12.5	14 18.2	10 17.2
2 MEMBERS	141 41.2	29 43.3	61 44.2	18 46.2	9 23.7	24 40.0	226 29.9	6 33.3	35 33.7	79 34.1	32 23.0	66 28.0	65 24.3	3 60.0	1 7.1	29 30.2	14 18.2	12 20.7
3 MEMBERS	57 16.7	12 17.9	21 15.2	7 17.9	9 23.7	8 13.3	166 22.0	8 44.4	21 20.2	53 22.8	25 18.0	54 22.9	68 25.4	2 40.0	2 14.3	23 24.0	23 29.9	16 27.6
4 MEMBERS	53 15.5	8 11.9	21 15.2	4 10.3	6 15.8	14 23.3	163 21.6	1 5.6	21 20.2	39 16.8	44 31.7	52 22.0	44 16.4	0 -	2 14.3	16 16.7	12 15.6	13 22.4
5 OR MORE MEMBERS	34 9.9	8 11.9	11 8.0	5 12.8	5 13.2	5 8.3	102 13.5	3 16.7	13 12.5	29 12.5	26 18.7	28 11.9	49 18.3	0 -	7 50.0	16 16.7	14 18.2	7 12.1
SIGMA	342 100.0	67 99.9	138 100.0	39 100.0	38 100.1	60 99.9	755 100.0	18 100.0	104 100.1	232 100.0	139 100.0	236 100.1	268 100.1	5 100.0	14 100.0	96 100.1	77 100.1	58 100.0

RESPONDENT'S SEX

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
TOTAL ANSWERING	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
MALE	156	35	63	22	9	27	365	7	45	126	65	107	132	2	10	48	43	23
	45.6	52.2	45.7	56.4	23.7	45.0	48.3	38.9	43.3	54.3	46.8	45.3	49.3	40.0	71.4	50.0	55.8	39.7
FEMALE	186	32	75	17	29	33	390	11	59	106	74	129	136	3	4	48	34	35
	54.4	47.8	54.3	43.6	76.3	55.0	51.7	61.1	56.7	45.7	53.2	54.7	50.7	60.0	28.6	50.0	44.2	60.3
SIGMA	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

GEOGRAPHIC DIVISION

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
TOTAL ANSWERING	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NEW ENGLAND	8	1	1	2	2	2	43	2	8	15	4	12	12	0	0	4	3	3
	2.3	1.5	.7	5.1	5.3	3.3	5.7	11.1	7.7	6.5	2.9	5.1	4.5	-	-	4.2	3.9	5.2
MIDDLE ATLANTIC	29	7	8	5	2	7	114	2	15	54	15	23	27	1	2	12	6	6
	8.5	10.4	5.8	12.8	5.3	11.7	15.1	11.1	14.4	23.3	10.8	9.7	10.1	20.0	14.3	12.5	7.8	10.3
EAST NORTH CENTRAL	55	14	26	3	3	9	148	2	21	36	33	48	55	1	2	18	16	11
	16.1	20.9	18.8	7.7	7.9	15.0	19.6	11.1	20.2	15.5	23.7	20.3	20.5	20.0	14.3	18.8	20.8	19.0
WEST NROTH CENTRAL	28	6	11	2	5	4	54	0	5	16	16	16	26	1	2	9	11	3
	8.2	9.0	8.0	5.1	13.2	6.7	7.2	-	4.8	6.9	11.5	6.8	9.7	20.0	14.3	9.4	14.3	5.2
SOUTH ATLANTIC	73	12	32	4	9	16	128	5	25	36	23	36	40	1	4	13	6	14
	21.3	17.9	23.2	10.3	23.7	26.7	17.0	27.8	24.0	15.5	16.5	15.3	14.9	20.0	28.6	13.5	7.8	24.1
EAST SOUTH CENTRAL	23	6	10	2	4	1	47	4	8	11	9	13	14	1	1	3	8	1
	6.7	9.0	7.2	5.1	10.5	1.7	6.2	22.2	7.7	4.7	6.5	5.5	5.2	20.0	7.1	3.1	10.4	1.7
WEST SOUTH CENTRAL	60	6	27	8	5	14	71	1	11	19	15	24	29	0	1	11	8	7
	17.5	9.0	19.6	20.5	13.2	23.3	9.4	5.6	10.6	8.2	10.8	10.2	10.8	-	7.1	11.5	10.4	12.1
MOUNTAIN	25	3	9	6	4	3	41	1	3	11	7	18	25	0	2	12	5	4
	7.3	4.5	6.5	15.4	10.5	5.0	5.4	5.6	2.9	4.7	5.0	7.6	9.3	-	14.3	12.5	6.5	6.9
PACIFIC	41	12	14	7	4	4	109	1	8	34	17	46	40	0	0	14	14	9
	12.0	17.9	10.1	17.9	10.5	6.7	14.4	5.6	7.7	14.7	12.2	19.5	14.9	-	-	14.6	18.2	15.5
SIGMA	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
	99.9	100.1	99.9	99.9	100.1	100.1	100.0	100.1	100.0	100.0	99.9	100.0	99.9	100.0	100.0	100.1	100.1	100.0

NATIONAL RESTAURANT ASSOCIATION STUDY 5703/4323

MARKET SIZE

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
TOTAL ANSWERING	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
NON RMA AND RMAS UNDER 50,000	115	21	47	14	16	17	213	4	28	63	39	69	54	1	5	21	11	11
	33.6	31.3	34.1	35.9	42.1	28.3	28.2	22.2	26.9	27.2	28.1	29.2	20.1	20.0	35.7	21.9	14.3	19.0
50,000 - 499,999	73	13	39	4	5	12	153	8	22	39	30	49	59	2	3	23	16	11
	21.3	19.4	28.3	10.3	13.2	20.0	20.3	44.4	21.2	16.8	21.6	20.8	22.0	40.0	21.4	24.0	20.8	19.0
500,000 - 1,999,999	73	15	26	12	10	10	135	2	19	39	27	45	56	0	2	18	20	13
	21.3	22.4	18.8	30.8	26.3	16.7	17.9	11.1	18.3	16.8	19.4	19.1	20.9	-	14.3	18.8	26.0	22.4
2,000,000 AND OVER	81	18	26	9	7	21	254	4	35	91	43	73	99	2	4	34	30	23
	23.7	26.9	18.8	23.1	18.4	35.0	33.6	22.2	33.7	39.2	30.9	30.9	36.9	40.0	28.6	35.4	39.0	39.7
SIGMA	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
	99.9	100.0	100.0	100.1	100.0	100.0	100.0	99.9	100.1	100.0	100.0	100.0	99.9	100.0	100.0	100.1	100.1	100.1

LIFESTAGE

	SELF-SERVE CAFETERIA/BUFFET						CARRY-OUT (PICKED UP FOOD AND ATE ELSEWHERE)						DELIVERED TO YOU					
	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL	TOTAL	FUN TIME	NICE MEAL OUT	CRA-VING	COMBO OF CIRC	EA-SIEST THING AVAIL
TOTAL	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
TOTAL ANSWERING	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
YOUNG SINGLES	6	2	1	0	1	2	30	0	3	8	4	14	16	0	0	5	6	4
	1.8	3.0	.7	-	2.6	3.3	4.0	-	2.9	3.4	2.9	5.9	6.0	-	-	5.2	7.8	6.9
MIDDLE SINGLES	29	8	12	0	3	6	46	0	7	15	4	17	20	0	2	6	7	3
	8.5	11.9	8.7	-	7.9	10.0	6.1	-	6.7	6.5	2.9	7.2	7.5	-	14.3	6.3	9.1	5.2
OLDER SINGLES	22	0	11	5	5	1	22	0	4	9	4	5	6	0	0	1	1	3
	6.4	-	8.0	12.8	13.2	1.7	2.9	-	3.8	3.9	2.9	2.1	2.2	-	-	1.0	1.3	5.2
YOUNG COUPLE	15	1	4	6	3	1	74	2	8	24	11	26	30	1	0	15	8	4
	4.4	1.5	2.9	15.4	7.9	1.7	9.8	11.1	7.7	10.3	7.9	11.0	11.2	20.0	-	15.6	10.4	6.9
WORKING OLDER COUPLE	48	8	22	7	3	8	79	1	9	33	10	23	16	1	0	6	4	4
	14.0	11.9	15.9	17.9	7.9	13.3	10.5	5.6	8.7	14.2	7.2	9.7	6.0	20.0	-	6.3	5.2	6.9
RETIRED OLDER COUPLE	68	19	31	3	4	11	65	1	15	22	10	15	8	0	1	4	0	1
	19.9	28.4	22.5	7.7	10.5	18.3	8.6	5.6	14.4	9.5	7.2	6.4	3.0	-	7.1	4.2	-	1.7
YOUNG PARENT	58	11	17	8	7	15	183	3	20	47	49	56	86	1	5	33	23	20
	17.0	16.4	12.3	20.5	18.4	25.0	24.2	16.7	19.2	20.3	35.3	23.7	32.1	20.0	35.7	34.4	29.9	34.5
MIDDLE PARENT	43	10	15	2	6	10	132	4	15	32	33	43	41	1	0	13	14	10
	12.6	14.9	10.9	5.1	15.8	16.7	17.5	22.2	14.4	13.8	23.7	18.2	15.3	20.0	-	13.5	18.2	17.2
OLDER PARENT	44	6	24	6	5	3	112	7	22	37	13	32	36	0	6	10	12	7
	12.9	9.0	17.4	15.4	13.2	5.0	14.8	38.9	21.2	15.9	9.4	13.6	13.4	-	42.9	10.4	15.6	12.1
ROOMMATES	9	2	1	2	1	3	12	0	1	5	1	5	9	1	0	3	2	2
	2.6	3.0	.7	5.1	2.6	5.0	1.6	-	1.0	2.2	.7	2.1	3.4	20.0	-	3.1	2.6	3.4
SIGMA	342	67	138	39	38	60	755	18	104	232	139	236	268	5	14	96	77	58
	100.1	100.0	100.0	99.9	100.0	100.0	100.0	100.1	100.0	100.0	100.1	99.9	100.1	100.0	100.0	100.0	100.1	100.0

Q.1 MOST RECENT DINNER OCCASION - DAY OF THE WEEK

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	30	0	8	1	1	0
TOTAL ANSWERING	312	8	52	112	50	88
SUNDAY	38	1	8	11	8	10
	12.2	12.5	15.4	9.8	16.0	11.4
MONDAY	44	1	7	13	8	15
	14.1	12.5	13.5	11.6	16.0	17.0
TUESDAY	34	0	6	6	7	14
	10.9	-	11.5	5.4	14.0	15.9
WEDNESDAY	43	2	5	22	7	7
	13.8	25.0	9.6	19.6	14.0	8.0
THURSDAY	57	0	9	21	7	20
	18.3	-	17.3	18.8	14.0	22.7
FRIDAY	40	2	6	16	4	11
	12.8	25.0	11.5	14.3	8.0	12.5
SATURDAY	56	2	11	23	9	11
	17.9	25.0	21.2	20.5	18.0	12.5
SIGMA	312	8	52	112	50	88
	100.0	100.0	100.0	100.0	100.0	100.0

Q.2 MOST RECENT DINNER OCCASION - TIME OF DAY WHEN ARRIVED

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	41	0	9	8	2	2
TOTAL ANSWERING	301	8	51	105	49	86
4 TO 5PM	183	5	32	66	28	50
	60.8	62.5	62.7	62.9	57.1	58.1
5 TO 6PM	65	1	10	25	9	20
	21.6	12.5	19.6	23.8	18.4	23.3
6 TO 7PM	22	1	4	4	5	8
	7.3	12.5	7.8	3.8	10.2	9.3
7 TO 8PM	19	1	4	6	4	4
	6.3	12.5	7.8	5.7	8.2	4.7
8 TO 9PM	6	0	0	3	0	3
	2.0	-	-	2.9	-	3.5
9 TO 10PM	4	0	1	1	2	0
	1.3	-	2.0	1.0	4.1	-
AFTER 10PM	2	0	0	0	1	1
	.7	-	-	-	2.0	1.2
SIGMA	301	8	51	105	49	86
	100.0	100.0	99.9	100.1	100.0	100.1

Q.3 MOST RECENT DINNER OCCASION - WHEN DECISION WAS MADE TO GO THERE/TO PURCHASE CARRY OUT/TO CALL

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	32	0	8	3	1	0
TOTAL ANSWERING	310	8	52	110	50	88
LESS THAN AN HOUR BEFORE GOING THERE	172	1	27	59	29	54
	55.5	12.5	51.9	53.6	58.0	61.4
ONE TO TWO HOURS IN ADVANCE	54	1	8	21	8	16
	17.4	12.5	15.4	19.1	16.0	18.2
ON THE SAME DAY, BUT MORE THAN TWO HOURS IN ADVANCE	60	2	12	21	11	14
	19.4	25.0	23.1	19.1	22.0	15.9
A DAY OR MORE IN ADVANCE	24	4	5	9	2	4
	7.7	50.0	9.6	8.2	4.0	4.5
SIGMA	310	8	52	110	50	88
	100.0	100.0	100.0	100.0	100.0	100.0

Q.4A MOST RECENT DINNER OCCASION - LOCATION WHERE PIRCKED UP/DELIVERED FOOD WAS EATEN

BASE: MOST RECENT DINNER OCCASION WAS CARRY-OUT, DELIVERED

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	50	2	11	8	3	6
TOTAL ANSWERING	292	6	49	105	48	82
OWN HOME	244	3	44	86	38	72
	83.6	50.0	89.8	81.9	79.2	87.8
HOME OF FRIEND/RELATIVE	5	1	1	2	1	0
	1.7	16.7	2.0	1.9	2.1	-
IN THE CAR/TRAVELING	6	0	1	2	1	1
	2.1	-	2.0	1.9	2.1	1.2
PICNIC/CAMPING	7	1	1	1	2	2
	2.4	16.7	2.0	1.0	4.2	2.4
AT WORK/SCHOOL	5	0	0	3	0	2
	1.7	-	-	2.9	-	2.4
NAME RESTAURANT/DELI/STORE	20	1	2	9	4	4
	6.8	16.7	4.1	8.6	8.3	4.9
OTHER LOCATION	5	0	0	2	2	1
	1.7	-	-	1.9	4.2	1.2
SIGMA	292	6	49	105	48	82
	100.0	100.1	99.9	100.1	100.1	99.9

Q.48 MOST RECENT DINNER OCCASION - TOTAL TIME SPENT IN RESTAURANT/EATING DINNER

FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET

	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	35	0	10	2	2	1
TOTAL ANSWERING	307	8	50	111	49	87
LESS THAN 10 MINUTES (5)	9 2.9	0 -	1 2.0	3 2.7	3 6.1	2 2.3
10 TO 20 MINUTES (15)	44 14.3	1 12.5	6 12.0	17 15.3	4 8.2	15 17.2
20 TO 30 MINUTES (25)	119 38.8	2 25.0	18 36.0	46 41.4	14 28.6	38 43.7
30 TO 45 MINUTES (37.5)	83 27.0	3 37.5	13 26.0	30 27.0	16 32.7	21 24.1
45 MINUTES TO 1 HOUR (52.5)	43 14.0	1 12.5	10 20.0	14 12.6	9 18.4	9 10.3
1 TO 1 1/2 HOURS (75)	8 2.6	1 12.5	2 4.0	0 -	3 6.1	2 2.3
1 1/2 TO 2 HOURS (105)	1 .3	0 -	0 -	1 .9	0 -	0 -
MEAN	31.8	38.1	34.2	30.5	35.2	29.8
STD. DEV.	14.7	18.7	15.3	13.9	16.7	13.4
STD. ERR.	.837	6.610	2.158	1.318	2.383	1.433
SIGMA	307 99.9	8 100.0	50 100.0	111 99.9	49 100.1	87 99.9

Q.5A MOST RECENT DINNER OCCASION - TOTAL PEOPLE IN PARTY

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	47	0	15	3	2	7
TOTAL ANSWERING	295	8	45	110	49	81
TOTAL PEOPLE IN PARTY						
1	44	1	8	19	7	9
	14.9	12.5	17.8	17.3	14.3	11.1
2	116	3	20	43	18	32
	39.3	37.5	44.4	39.1	36.7	39.5
3	48	1	4	19	9	13
	16.3	12.5	8.9	17.3	18.4	16.0
4	46	0	8	15	8	15
	15.6	-	17.8	13.6	16.3	18.5
5	19	0	3	6	2	8
	6.4	-	6.7	5.5	4.1	9.9
6	13	0	2	4	4	3
	4.4	-	4.4	3.6	8.2	3.7
7	3	1	0	2	0	0
	1.0	12.5	-	1.8	-	-
8	1	0	0	1	0	0
	.3	-	-	.9	-	-
9	1	0	0	0	1	0
	.3	-	-	-	2.0	-
10	2	1	0	0	0	1
	.7	12.5	-	-	-	1.2
11 OR MORE	2	1	0	1	0	0
	.7	12.5	-	.9	-	-

Q.5A MOST RECENT DINNER OCCASION - TOTAL PEOPLE IN PARTY

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
MEAN	2.9	4.9	2.6	2.8	3.0	3.0
STD. DEV.	1.8	4.2	1.4	1.9	1.7	1.5
STD. ERR.	.105	1.493	.206	.181	.239	.172
SIGMA	295	8	45	110	49	81
	99.9	100.0	100.0	100.0	100.0	99.9

Q.5B MOST RECENT DINNER OCCASION - NUMBER OF ADULTS

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	49	0	15	4	2	8
TOTAL ANSWERING	293	8	45	109	49	80
NUMBER OF ADULTS IN PARTY						
1	60	1	10	24	9	16
	20.5	12.5	22.2	22.0	18.4	20.0
2	186	4	26	73	30	51
	63.5	50.0	57.8	67.0	61.2	63.8
3	23	0	4	6	6	7
	7.8	-	8.9	5.5	12.2	8.8
4	16	0	4	5	4	3
	5.5	-	8.9	4.6	8.2	3.8
5	2	0	0	0	0	2
	.7	-	-	-	-	2.5
6	2	1	1	0	0	0
	.7	12.5	2.2	-	-	-
9	1	1	0	0	0	0
	.3	12.5	-	-	-	-
10	1	0	0	0	0	1
	.3	-	-	-	-	1.3
11 OR MORE	2	1	0	1	0	0
	.7	12.5	-	.9	-	-
MEAN	2.2	4.5	2.1	2.0	2.1	2.1
STD. DEV.	1.4	4.1	1.0	1.4	.8	1.2
STD. ERR.	.082	1.439	.151	.136	.114	.135
SIGMA	293	8	45	109	49	80
	100.0	100.0	100.0	100.0	100.0	100.2

Q.5C MOST RECENT DINNER OCCASION - NUMBER OF CHILDREN AGE 12 OR UNDER

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	212	3	46	62	30	51
TOTAL ANSWERING	130	5	14	51	21	37
NUMBER OF CHILDREN AGE 12 OR UNDER						
0	35	2	3	15	5	10
	26.9	40.0	21.4	29.4	23.8	27.0
1	44	3	4	14	6	15
	33.8	60.0	28.6	27.5	28.6	40.5
2	32	0	4	13	6	9
	24.6	-	28.6	25.5	28.6	24.3
3	14	0	3	6	2	3
	10.8	-	21.4	11.8	9.5	8.1
4	3	0	0	2	1	0
	2.3	-	-	3.9	4.8	-
5	2	0	0	1	1	0
	1.5	-	-	2.0	4.8	-
MEAN	1.3	.6	1.5	1.4	1.6	1.1
STD. DEV.	1.1	.5	1.1	1.3	1.4	.9
STD. ERR.	.100	.245	.292	.175	.297	.151
SIGMA	130	5	14	51	21	37
	99.9	100.0	100.0	100.1	100.1	99.9

Q.5D MOST RECENT DINNER OCCASION - NUMBER OF CHILDREN AGE 13-17

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	260	5	55	84	38	57
TOTAL ANSWERING	82	3	5	29	13	31
NUMBER OF CHILDREN AGE 13 TO 17						
0	42	3	3	16	6	13
	51.2	100.0	60.0	55.2	46.2	41.9
1	28	0	2	10	5	11
	34.1	-	40.0	34.5	38.5	35.5
2	8	0	0	1	2	5
	9.8	-	-	3.4	15.4	16.1
3	3	0	0	1	0	2
	3.7	-	-	3.4	-	6.5
4	1	0	0	1	0	0
	1.2	-	-	3.4	-	-
MEAN	.7	.0	.4	.7	.7	.9
STD. DEV.	.9	.0	.5	1.0	.8	.9
STD. ERR.	.098	.000	.245	.181	.208	.166
SIGMA	82	3	5	29	13	31
	100.0	100.0	100.0	99.9	100.1	100.0

Q.7 MOST RECENT DINNER OCCASION - TYPE OF PLACE WHERE DINNER WAS BOUGHT MOST

BASE: BASE ,FRESHLY PREPARED CARRY-OUT FOOD PURCHASED FROM A SUPERMARKET, CONVENIENCE STORE OR DELI

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	40	1	11	2	1	5
TOTAL ANSWERING	302	7	49	111	50	83
SUPERMARKET	252	7	35	88	45	75
	83.4	100.0	71.4	79.3	90.0	90.4
CONVENIENCE STORE	9	0	1	1	3	4
	3.0	-	2.0	.9	6.0	4.8
DELI	41	0	13	22	2	4
	13.6	-	26.5	19.8	4.0	4.8
SIGMA	302	7	49	111	50	83
	100.0	100.0	99.9	100.0	100.0	100.0

Q.8 MOST RECENT DINNER OCCASION - AMOUNT SPENT ON DINNER

FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET

	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	34	0	11	1	1	0
TOTAL ANSWERING	308	8	49	112	50	88
$1-5	89	0	11	39	14	24
	28.9	-	22.4	34.8	28.0	27.3
$6-10	136	2	28	44	21	41
	44.2	25.0	57.1	39.3	42.0	46.6
$11-15	49	1	7	19	7	15
	15.9	12.5	14.3	17.0	14.0	17.0
$16-20	18	2	1	3	6	6
	5.8	25.0	2.0	2.7	12.0	6.8
$21-30	12	1	2	5	2	2
	3.9	12.5	4.1	4.5	4.0	2.3
$31-40	1	0	0	1	0	0
	.3	-	-	.9	-	-
$41-50	2	2	0	0	0	0
	.6	25.0	-	-	-	-
$100 OR MORE	1	0	0	1	0	0
	.3	-	-	.9	-	-
MEDIAN	7.39	17.50	7.41	6.93	7.62	7.44
MEAN	11.9	24.5	8.7	16.1	9.2	8.7
STD. DEV.	45.5	16.8	4.3	75.0	5.7	4.9
STD. ERR.	2.593	5.940	.619	7.087	.812	.523
SIGMA	308	8	49	112	50	88
	99.9	100.0	99.9	100.1	100.0	100.0

Q.8 MOST RECENT DINNER OCCASION - AVERAGE AMOUNT SPENT ON DINNER PER PERSON

FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET

	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	53	0	16	4	2	10
TOTAL ANSWERING	289	8	44	109	49	78
$1-5	249	5	43	92	41	67
	86.2	62.5	97.7	84.4	83.7	85.9
$6-10	31	1	1	13	7	9
	10.7	12.5	2.3	11.9	14.3	11.5
$11-15	6	1	0	3	1	1
	2.1	12.5	-	2.8	2.0	1.3
$16-20	1	1	0	0	0	0
	.3	12.5	-	-	-	-
$21-30	1	0	0	0	0	1
	.3	-	-	-	-	1.3
$100 OR MORE	1	0	0	1	0	0
	.3	-	-	.9	-	-
MEDIAN	?	?	?	?	?	?
MEAN	4.6	7.4	3.4	6.0	3.5	3.7
STD. DEV.	15.6	6.0	1.2	25.2	2.1	2.9
STD. ERR.	.910	2.127	.183	2.401	.305	.325
SIGMA	289	8	44	109	49	78
	99.9	100.0	100.0	100.0	100.0	100.0

Q.9 MOST RECENT DINNER OCCASION - WHETHER A COUPON OR SPECIAL OFFER WAS USED

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	32	0	9	2	1	0
TOTAL ANSWERING	310	8	51	111	50	88
YES	26	0	3	13	6	4
	8.4	-	5.9	11.7	12.0	4.5
NO	284	8	48	98	44	84
	91.6	100.0	94.1	88.3	88.0	95.5
SIGMA	310	8	51	111	50	88
	100.0	100.0	100.0	100.0	100.0	100.0

Q.10 STATEMENT AS A RATING OF HOW RESPONDENT FELT AT TIME DECIDED TO EAT AT REST/CARRY-OUT/HAVE DINNER DELIVERED — MEAN SUMMARY

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
I/WE WANTED THE EASIEST THING AVAILABLE--THE OPTION WITH THE LEAST HASSLES						
MEAN	7.18	4.00	5.82	7.17	6.70	8.56
I/WE JUST HAD A CRAVING FOR SOMETHING DIFFERENT, SOMETHING I/WE DIDN'T HAVE AT HOME						
MEAN	5.58	7.13	5.35	7.36	6.18	2.92
WHAT WITH MEETINGS, WORKING LATE, SOMEBODY OUT OF TOWN, SPORTS, LESSONS, AND CRAZY SCHEDULES I/WE JUST WANTED TO MAKE SURE THAT I/WE GOT SOMETHING TO EAT FOR DINNER						
MEAN	4.82	3.75	2.34	3.91	4.76	7.51
IT GOT TOO LATE TO COOK OR DO WHAT I/WE WOULD HAVE REALLY LIKED TO DO FOR DINNER						
MEAN	4.22	2.63	2.98	3.57	4.55	5.70
I/WE DIDN'T HAVE ANY ENERGY LEFT						
MEAN	3.90	1.50	1.76	2.97	4.80	5.99
ALL I/WE WANTED TO DO WAS GET IT OVER WITH. I/WE KNEW WE HAD TO EAT SOMETHING BUT I/WE DIDN'T GIVE TOO MUCH THOUGHT TO WHAT IT WAS ,NOR DID I/WE CARE VERY MUCH						
MEAN	3.74	3.75	1.87	2.93	3.75	5.81
I/WE FELT PRESSED FOR TIME						
MEAN	3.67	1.50	1.94	2.69	4.02	5.88

Q.10 STATEMENT AS A RATING OF HOW RESPONDENT FELT AT TIME DECIDED TO EAT AT REST/CARRY-OUT/HAVE DINNER DELIVERED — MEAN SUMMARY

FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET

	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
I/WE FELT LIKE I/WE DESERVED A TREAT OR REWARD						
MEAN	3.63	8.63	3.12	4.53	4.46	1.80
I/WE WERE FEELING PRETTY RELAXED AND AGREEABLE. I/WE DIDN'T HAVE VERY STRONG FEELINGS ABOUT WHAT, IN PARTICULAR, I/WE WANTED TO EAT. I/WE JUST WENT ALONG WITH SOMEONE ELSE'S SUGGESTION						
MEAN	3.21	4.75	2.68	3.35	4.28	2.54
I/WE WERE IN AN UP MOOD, A PARTY MOOD. I/WE FELT LIKE HAVING FUN						
MEAN	2.38	9.00	2.17	2.24	3.27	1.54
I/WE HAD SOMETHING TO CELEBRATE						
MEAN	1.85	7.88	1.44	1.66	2.96	1.11

Q.11 DEGREE TO WHICH STATEMENT HAD TO DO WITH DECISION TO GET DINNER AT SELECTED PLACE -- MEAN SUMMARY

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
FOOD QUALITY						
MEAN	8.20	9.38	9.53	8.95	5.53	7.81
CONVENIENCE OF LOCATION						
MEAN	8.16	9.75	9.40	8.04	6.38	8.39
FRESH FOOD/INGREDIENTS						
MEAN	8.07	10.00	8.40	8.95	6.18	7.67
SPEED OF SERVICE						
MEAN	7.92	7.00	9.09	8.32	5.84	7.96
THEIR PRICE RANGES						
MEAN	7.71	8.13	8.75	8.51	5.41	7.34
VALUE FOR THE MONEY						
MEAN	7.40	7.88	9.45	7.96	4.80	6.82
CLEANLINESS						
MEAN	7.10	9.13	9.57	7.82	3.76	6.29
THEIR CONSISTENCY						
MEAN	6.72	9.38	9.19	7.24	4.06	5.87

Q.11 DEGREE TO WHICH STATEMENT HAD TO DO WITH DECISION TO GET DINNER AT SELECTED PLACE -- MEAN SUMMARY

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
THE HOURS THEY'RE OPEN						
MEAN	6.69	8.50	9.18	6.80	5.08	5.68
FRIENDLY PEOPLE/SERVICE						
MEAN	6.58	8.75	9.00	6.79	4.32	5.88
NO LINES/NO WAITING						
MEAN	6.28	7.57	8.32	6.46	4.04	5.92
THEIR VARIETY						
MEAN	6.12	9.00	8.35	6.56	4.12	5.00
FOOD PRESENTATION						
MEAN	6.08	7.38	8.98	6.54	3.94	4.70
THE SIZE OF THE PORTIONS						
MEAN	5.88	6.88	8.73	6.15	3.78	4.80
THEY HAVE UNIQUE OR ORIGINAL FOOD						
MEAN	5.41	7.75	7.45	5.72	4.20	4.25
NICE PLACE TO GO						
MEAN	5.37	8.38	8.38	4.89	3.57	4.76

Q.11 DEGREE TO WHICH STATEMENT HAD TO DO WITH DECISION TO GET DINNER AT SELECTED PLACE — MEAN SUMMARY

FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET

	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
KIDS LIKE IT						
MEAN	4.08	5.43	4.80	3.65	3.75	4.29
SPECIAL DEALS/COUPONS						
MEAN	3.63	5.00	5.48	3.55	3.75	2.36
COMFORTABLE SEATING						
MEAN	2.66	2.88	5.73	1.66	2.70	2.00

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RESPONDENT'S EMPLOYMENT STATUS

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	7	0	3	2	1	1
TOTAL ANSWERING	335	8	57	111	50	87
FULL-TIME	179	3	21	63	32	49
	53.4	37.5	36.8	56.8	64.0	56.3
PART-TIME	51	2	9	17	7	14
	15.2	25.0	15.8	15.3	14.0	16.1
RETIRED	58	3	18	18	5	10
	17.3	37.5	31.6	16.2	10.0	11.5
NOT EMPLOYED	47	0	9	13	6	14
	14.0	-	15.8	11.7	12.0	16.1
SIGMA	335	8	57	111	50	87
	99.9	100.0	100.0	100.0	100.0	100.0

ANNUAL HOUSEHOLD INCOME

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
TOTAL ANSWERING	342	8	60	113	51	88
UNDER $10,000 (5.0)	69	4	18	17	9	15
	20.2	50.0	30.0	15.0	17.6	17.0
$10,000 - $19,999 (14.9)	56	0	12	21	8	11
	16.4	-	20.0	18.6	15.7	12.5
$20,000 - $29,999 (24.9)	56	1	10	24	6	9
	16.4	12.5	16.7	21.2	11.8	10.2
$30,000 - $44,999 (37.5)	78	0	11	30	12	23
	22.8	-	18.3	26.5	23.5	26.1
$45,000 AND OVER (52.5)	83	3	9	21	16	30
	24.3	37.5	15.0	18.6	31.4	34.1
SIGMA	342	8	60	113	51	88
	100.1	100.0	100.0	99.9	100.0	99.9

RESPONDENT'S EDUCATION

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
NO ANSWER	1	0	0	1	0	0
TOTAL ANSWERING	341	8	60	112	51	88
ATTENDED GRADE SCHOOL	6	1	1	1	2	1
	1.8	12.5	1.7	.9	3.9	1.1
GRADUATED FROM GRADE SCHOOL	7	0	5	1	0	1
	2.1	-	8.3	.9	-	1.1
ATTENDED HIGH SCHOOL	28	1	5	9	2	7
	8.2	12.5	8.3	8.0	3.9	8.0
GRADUATED FROM HIGH SCHOOL	114	2	26	42	22	16
	33.4	25.0	43.3	37.5	43.1	18.2
ATTENDED COLLEGE	97	4	10	36	10	33
	28.4	50.0	16.7	32.1	19.6	37.5
GRADUATED FROM COLLEGE	49	0	9	11	6	18
	14.4	-	15.0	9.8	11.8	20.5
COLLEGE POST GRADUATE	40	0	4	12	9	12
	11.7	-	6.7	10.7	17.6	13.6
SIGMA	341	8	60	112	51	88
	100.0	100.0	100.0	99.9	99.9	100.0

HOUSEHOLD SIZE

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
TOTAL ANSWERING	342	8	60	113	51	88
1 MEMBER	63	2	15	17	12	13
	18.4	25.0	25.0	15.0	23.5	14.8
2 MEMBERS	112	4	24	35	12	29
	32.7	50.0	40.0	31.0	23.5	33.0
3 MEMBERS	66	1	9	27	6	19
	19.3	12.5	15.0	23.9	11.8	21.6
4 MEMBERS	52	1	9	13	9	16
	15.2	12.5	15.0	11.5	17.6	18.2
5 OR MORE MEMBERS	49	0	3	21	12	11
	14.3	-	5.0	18.6	23.5	12.5
SIGMA	342	8	60	113	51	88
	99.9	100.0	100.0	100.0	99.9	100.1

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RESPONDENT'S SEX

FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET

	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
TOTAL ANSWERING	342	8	60	113	51	88
MALE	152	5	27	54	22	34
	44.4	62.5	45.0	47.8	43.1	38.6
FEMALE	190	3	33	59	29	54
	55.6	37.5	55.0	52.2	56.9	61.4
SIGMA	342	8	60	113	51	88
	100.0	100.0	100.0	100.0	100.0	100.0

GEOGRAPHIC DIVISION

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
TOTAL ANSWERING	342	8	60	113	51	88
NEW ENGLAND	25	1	3	9	5	5
	7.3	12.5	5.0	8.0	9.8	5.7
MIDDLE ATLANTIC	65	0	11	24	8	19
	19.0	-	18.3	21.2	15.7	21.6
EAST NORTH CENTRAL	57	2	8	14	14	15
	16.7	25.0	13.3	12.4	27.5	17.0
WEST NROTH CENTRAL	25	0	5	10	3	4
	7.3	-	8.3	8.8	5.9	4.5
SOUTH ATLANTIC	66	2	11	18	12	18
	19.3	25.0	18.3	15.9	23.5	20.5
EAST SOUTH CENTRAL	19	1	7	3	2	5
	5.6	12.5	11.7	2.7	3.9	5.7
WEST SOUTH CENTRAL	23	1	6	9	2	3
	6.7	12.5	10.0	8.0	3.9	3.4
MOUNTAIN	16	0	4	7	0	5
	4.7	-	6.7	6.2	-	5.7
PACIFIC	46	1	5	19	5	14
	13.5	12.5	8.3	16.8	9.8	15.9
SIGMA	342	8	60	113	51	88
	100.1	100.0	99.9	100.0	100.0	100.0

MARKET SIZE

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
TOTAL ANSWERING	342	8	60	113	51	88
NON RMA AND RMAS UNDER 50,000	103	1	15	36	16	24
	30.1	12.5	25.0	31.9	31.4	27.3
50,000 - 499,999	76	2	18	30	5	17
	22.2	25.0	30.0	26.5	9.8	19.3
500,000 - 1,999,999	57	3	8	15	12	17
	16.7	37.5	13.3	13.3	23.5	19.3
2,000,000 AND OVER	106	2	19	32	18	30
	31.0	25.0	31.7	28.3	35.3	34.1
SIGMA	342	8	60	113	51	88
	100.0	100.0	100.0	100.0	100.0	100.0

LIFESTAGE

	FRESHLY PREPARED CARRY-OUT FROM SUPERMARKET					
	TOTAL	FUN TIME	NICE MEAL OUT	CRAVING	COMBO OF CIRC	EASIEST THING AVAIL
TOTAL	342	8	60	113	51	88
TOTAL ANSWERING	342	8	60	113	51	88
YOUNG SINGLES	15	1	1	5	4	3
	4.4	12.5	1.7	4.4	7.8	3.4
MIDDLE SINGLES	35	1	10	10	5	7
	10.2	12.5	16.7	8.8	9.8	8.0
OLDER SINGLES	13	0	4	2	3	3
	3.8	-	6.7	1.8	5.9	3.4
YOUNG COUPLE	31	0	5	12	4	9
	9.1	-	8.3	10.6	7.8	10.2
WORKING OLDER COUPLE	37	1	7	9	4	13
	10.8	12.5	11.7	8.0	7.8	14.8
RETIRED OLDER COUPLE	40	2	15	14	1	5
	11.7	25.0	25.0	12.4	2.0	5.7
YOUNG PARENT	66	1	9	22	12	17
	19.3	12.5	15.0	19.5	23.5	19.3
MIDDLE PARENT	48	0	2	19	8	14
	14.0	-	3.3	16.8	15.7	15.9
OLDER PARENT	51	2	6	18	8	16
	14.9	25.0	10.0	15.9	15.7	18.2
ROOMMATES	6	0	1	2	2	1
	1.8	-	1.7	1.8	3.9	1.1
SIGMA	342	8	60	113	51	88
	100.0	100.0	100.1	100.0	99.9	100.0

QUESTIONNAIRE

SECTION I

1. Listed below are a number of different ways in which you might have your evening meal. Please think back and make your best guess about the number of times in the past 30 days you had an evening meal which falls into each of the categories "a" through "h". Record these numbers in Column 1.

Then add in the last category "i" the number of times that none of the categories listed applies. (For example, you had a home prepared meal or dinner at a friend's house.)

The total of your estimates in Column 1 should be 30.

	Column "1" Number Of Times In Past 30 Days	Column "2" If The Number You Wrote In is "1" Or More, Please Also Complete Each Section Indicated	
a. Had dinner at a sit-down restaurant (with table service) where the expense (per person check size) is generally $10.00 or more per adult	______	--▶ Section II	(10-11)
b. Had dinner at a sit-down restaurant (with table service) where the expense (per person check size) is generally under $10.00 per adult	______	--▶ Section III	(12-13)
c. Had dinner at a fast food restaurant, (ordered at the counter and stayed there to eat dinner)	______	--▶ Section IV	(14-15)
d. Had dinner at a self-service cafeteria or buffet	______	--▶ Section V	(16-17)
e. Had carry-out food for dinner: You went to or called a fast-food place or restaurant, picked up your food and ate it elsewhere	______	--▶ Section VI	(18-19)
f. Had dinner food **delivered**: You called a fast-food place or restaurant and had the food delivered to you	______	--▶ Section VII	(20-21)
g. Purchased freshly prepared carry-out food (not frozen food) from a supermarket, convenience store or deli and had that for dinner on the same day	______	--▶ Section VIII	(22-23)
h. Did not have a dinner or evening meal at all	______		(24-25)
i. None of the above situations apply	______		(26-27)
Total must add to 30	______		(28-29)

(30-79) -

SECTION II

(80-1)

Complete this section only if you "Had dinner at a sit-down restaurant where the expense is $10.00 or more per adult" during the past 30 days. (Found in Section I, Question 1a).

Please provide these details on ONLY THE MOST RECENT TIME you had dinner which fit the above description.

1. What day of the week was this dinner occasion? (CHECK *ONE* BOX) (10)

1 ☐ Sunday
2 ☐ Monday
3 ☐ Tuesday
4 ☐ Wednesday
5 ☐ Thursday
6 ☐ Friday
7 ☐ Saturday

2. What time of day did you arrive at the restaurant? (CHECK *ONE* BOX) (11)

1 ☐ 4 to 5pm
2 ☐ 5 to 6pm
3 ☐ 6 to 7pm
4 ☐ 7 to 8pm
5 ☐ 8 to 9pm
6 ☐ 9 to 10pm
7 ☐ After 10pm

3. When did you make the decision to go there? (CHECK *ONE* BOX) (12)

1 ☐ Less than an hour before going there
2 ☐ One to two hours in advance
3 ☐ On the same day, but more than two hours in advance
4 ☐ A day or more in advance

(13-14) -

4. How much time did you spend at the restaurant in total? (CHECK *ONE* BOX) (15)

1 ☐ Less than 10 minutes
2 ☐ 10 to 20 minutes
3 ☐ 20 to 30 minutes
4 ☐ 30 to 45 minutes
5 ☐ 45 minutes to 1 hour
6 ☐ 1 to 1 1/2 hours
7 ☐ 1 1/2 to 2 hours
8 ☐ Over 2 hours

5. How many people were in your party, including yourself? Total: ______ (16-17)

# of adults: ______ (18-19) # of children age 12 or under: ______ (20-21) # of children age 13 to 17: ______ (22-23)

6. What was the name of this restaurant? (WRITE IN): ______________________ (24-25)

7. Which one of the following best describes the establishment you listed in Question 6? (CHECK *ONE* BOX) (26) - (27-28)

01 ☐ Fish/Seafood
02 ☐ American
03 ☐ Oriental
04 ☐ Italian
05 ☐ Other Ethnic
06 ☐ Barbecue
07 ☐ Steak
08 ☐ Hamburger
09 ☐ Sandwich
10 ☐ Chicken
11 ☐ Pizza
12 ☐ Cafeteria
13 ☐ Family/General Menu
14 ☐ Other (Specify): ______________

8. What is your best guess of the total dollar amount that your party spent for that dinner (without the tip)? (WRITE IN)

$ ______________ (29-31)

9. Did you use a coupon or any kind of special offer for that dinner? (32)

1 ☐ Yes
2 ☐ No

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10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to eat dinner at the restaurant on the evening you just described on the previous page. Just circle a number between 1 and 10, where "10" means **very descriptive** or **"right on,"** and "1" means **"not at all descriptive," "does not apply at all."**

(33–46)–

	Very Descriptive	◄					►	Does Not Apply At All		
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1	(47)
b. I/we just had a craving for something different, something I/we didn't have at home	10	9	8	7	6	5	4	3	2	1	(48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1	(49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much	10	9	8	7	6	5	4	3	2	1	(50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1	(51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1	(52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1	(53)
h. I/We wanted the easiest thing available--the option with the least hassles	10	9	8	7	6	5	4	3	2	1	(54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1	(55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1	(56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1	(57)

11. Please rate **each** of the following factors in terms of how much they had to do with your decision to get dinner **at the particular place you chose. (CIRCLE *ONE* NUMBER FOR *EACH* ITEM, a THROUGH s)**

	Was A Very Important Factor In The Decision To Get Food There	◄					►	Was Not At All Important In The Decision To Get Food There		
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1	(58)
b. Speed of service	10	9	8	7	6	5	4	3	2	1	(59)
c. Their price range	10	9	8	7	6	5	4	3	2	1	(60)
d. They have unique or original food	10	9	8	7	6	5	4	3	2	1	(61)
e. Kids like it	10	9	8	7	6	5	4	3	2	1	(62)
f. Nice place to go	10	9	8	7	6	5	4	3	2	1	(63)
g. Friendly people/service	10	9	8	7	6	5	4	3	2	1	(64)
h. The hours they're open	10	9	8	7	6	5	4	3	2	1	(65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1	(66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1	(67)
k. Their variety	10	9	8	7	6	5	4	3	2	1	(68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1	(69)
m. The size of the portions ...	10	9	8	7	6	5	4	3	2	1	(70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1	(71)
o. Convenience of location ...	10	9	8	7	6	5	4	3	2	1	(72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1	(73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1	(74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1	(75)
s. Food quality	10	9	8	7	6	5	4	3	2	1	(76)

(77–79)–

(80–2)

SECTION III

Complete this section only if you "Had dinner at a sit-down restaurant where the expense is generally under $10.00 per adult." (Found in Section I, Question 1b).

Please provide these details on ONLY THE MOST RECENT TIME you had a dinner which fit the above description.

1. What day of the week was this dinner occasion? (CHECK *ONE* BOX)

1 ☐ Sunday
2 ☐ Monday
3 ☐ Tuesday
4 ☐ Wednesday
5 ☐ Thursday
6 ☐ Friday
7 ☐ Saturday (10)

2. What time of day did you arrive at the restaurant? (CHECK *ONE* BOX)

1 ☐ 4 to 5pm
2 ☐ 5 to 6pm
3 ☐ 6 to 7pm
4 ☐ 7 to 8pm
5 ☐ 8 to 9pm
6 ☐ 9 to 10pm
7 ☐ After 10pm (11)

3. When did you make the decision to go there? (CHECK *ONE* BOX)

1 ☐ Less than an hour before going there
2 ☐ One to two hours in advance
3 ☐ On the same day, but more than two hours in advance (12)
4 ☐ A day or more in advance (13-14)-

4. How much time did you spend at the restaurant in total? (CHECK *ONE* BOX)

1 ☐ Less than 10 minutes
2 ☐ 10 to 20 minutes
3 ☐ 20 to 30 minutes
4 ☐ 30 to 45 minutes
5 ☐ 45 minutes to 1 hour
6 ☐ 1 to 1 1/2 hours
7 ☐ 1 1/2 to 2 hours
8 ☐ Over 2 hours (15)

5. How many people were in your party, including yourself? Total:________ (16-17)

# of adults:________ (18-19) # of children age 12 or under:________ (20-21) # of children age 13 to 17:________ (22-23)

6. What was the name of this restaurant? (WRITE IN): ____ (24-25)

7. Which one of the following **best** describes the establishment you listed in Question 6? (CHECK *ONE* BOX) (26)-

01 ☐ Fish/Seafood
02 ☐ American
03 ☐ Oriental
04 ☐ Italian
05 ☐ Other Ethnic
06 ☐ Barbecue
07 ☐ Steak
08 ☐ Hamburger
09 ☐ Sandwich
10 ☐ Chicken
11 ☐ Pizza
12 ☐ Cafeteria
13 ☐ Family/General Menu
14 ☐ Other (Specify): ______________ (27-28)

8. What is your best guess of the total dollar amount that your party spent for that dinner (without the tip)? (WRITE IN)

$______________ (29-31)

9. Did you use a coupon or any kind of special offer for that dinner?

1 ☐ Yes
2 ☐ No (32)

10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to eat dinner at the restaurant on the evening you just described. Just circle a number between 1 and 10, where "10" means **very descriptive** or "right on," and "1" means **"not at all descriptive," "does not apply at all."** (33-46)-

	Very Descriptive ◄								► Does Not Apply At All		
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1	(47)
b. I/we just had a craving for something different, something I/we didn't have at home	10	9	8	7	6	5	4	3	2	1	(48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1	(49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much	10	9	8	7	6	5	4	3	2	1	(50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1	(51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1	(52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1	(53)
h. I/We wanted the easiest thing available--the option with the least hassles	10	9	8	7	6	5	4	3	2	1	(54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1	(55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1	(56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1	(57)

11. **Please rate each of the following factors in terms of how much they had to do with your decision to get dinner at the particular place you chose. (CIRCLE *ONE* NUMBER FOR *EACH* ITEM, a THROUGH s)**

	Was A Very Important Factor In The Decision To Get Food There				◄--------	--------►				**Was Not At All Important In The Decision To Get Food There**	
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1	(58)
b. Speed of service	10	9	8	7	6	5	4	3	2	1	(59)
c. Their price range	10	9	8	7	6	5	4	3	2	1	(60)
d. They have unique or original food	10	9	8	7	6	5	4	3	2	1	(61)
e. Kids like it	10	9	8	7	6	5	4	3	2	1	(62)
f. Nice place to go	10	9	8	7	6	5	4	3	2	1	(63)
g. Friendly people/service	10	9	8	7	6	5	4	3	2	1	(64)
h. The hours they're open	10	9	8	7	6	5	4	3	2	1	(65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1	(66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1	(67)
k. Their variety	10	9	8	7	6	5	4	3	2	1	(68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1	(69)
m. The size of the portions	10	9	8	7	6	5	4	3	2	1	(70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1	(71)
o. Convenience of location	10	9	8	7	6	5	4	3	2	1	(72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1	(73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1	(74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1	(75)
s. Food quality	10	9	8	7	6	5	4	3	2	1	(76)

(77-79)-
(80-3)

SECTION IV

Complete this section only if you "Had dinner at a fast food restaurant (ordered at the counter and STAYED THERE to eat dinner." (Found in Section I, Question 1c).

Please provide these details on ONLY THE MOST RECENT TIME you had a dinner which fit the above description.

1. What day of the week was this dinner occasion? (CHECK *ONE* BOX) (10)

- 1 ☐ Sunday
- 2 ☐ Monday
- 3 ☐ Tuesday
- 4 ☐ Wednesday
- 5 ☐ Thursday
- 6 ☐ Friday
- 7 ☐ Saturday

2. What time of day did you arrive at the fast food restaurant? (CHECK *ONE* BOX) (11)

- 1 ☐ 4 to 5pm
- 2 ☐ 5 to 6pm
- 3 ☐ 6 to 7pm
- 4 ☐ 7 to 8pm
- 5 ☐ 8 to 9pm
- 6 ☐ 9 to 10pm
- 7 ☐ After 10pm

3. When did you make the decision to go there? (CHECK *ONE* BOX) (12)

- 1 ☐ Less than an hour before going there
- 2 ☐ One to two hours in advance
- 3 ☐ On the same day, but more than two hours in advance
- 4 ☐ A day or more in advance

(13-14)-

4. How much time did you spend at the fast food restaurant in total? (CHECK *ONE* BOX) (15)

- 1 ☐ Less than 10 minutes
- 2 ☐ 10 to 20 minutes
- 3 ☐ 20 to 30 minutes
- 4 ☐ 30 to 45 minutes
- 5 ☐ 45 minutes to 1 hour
- 6 ☐ 1 to 1 1/2 hours
- 7 ☐ 1 1/2 to 2 hours
- 8 ☐ Over 2 hours

5. How many people were in your party, including yourself? Total:________ (16-17)

# of adults:________ (18-19) # of children age 12 or under:________ (20-21) # of children age 13 to 17:________ (22-23)

6. What was the name of this fast food restaurant? (WRITE IN):______________________________ (24-25)

7. Which one of the following best describes the establishment you listed in Question 6? (CHECK *ONE* BOX) (26)-

(27-28)

- 01 ☐ Fish/Seafood
- 02 ☐ American
- 03 ☐ Oriental
- 04 ☐ Italian
- 05 ☐ Other Ethnic
- 06 ☐ Barbecue
- 07 ☐ Steak
- 08 ☐ Hamburger
- 09 ☐ Sandwich
- 10 ☐ Chicken
- 11 ☐ Pizza
- 12 ☐ Cafeteria
- 13 ☐ Family/General Menu
- 14 ☐ Other (Specify: ____________

8. What is your best guess of the total dollar amount that your party spent for that dinner? (WRITE IN)

$____________ (29-31)

9. Did you use a coupon or any kind of special offer for that dinner?

1 ☐ Yes   2 ☐ No   (32)

10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to eat dinner at the fast food restaurant on the evening you just described on the previous page. Just circle a number between 1 and 10, where "10" means **very descriptive** or **"right on,"** and "1" means **"not at all descriptive," "does not apply at all."** (33-46)-

	Very Descriptive	◄------						------►	Does Not Apply At All	
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1	(47)
b. We just had a craving for something different, something I/we didn't have at home	10	9	8	7	6	5	4	3	2	1	(48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1	(49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much	10	9	8	7	6	5	4	3	2	1	(50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1	(51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1	(52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1	(53)
h. I/We wanted the easiest thing available--the option with the least hassles	10	9	8	7	6	5	4	3	2	1	(54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1	(55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1	(56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1	(57)

11. Please rate each of the following factors in terms of how much they had to do with your decision to get dinner at the particular place you chose. (CIRCLE *ONE* NUMBER FOR *EACH* ITEM, a THROUGH s)

	Was A Very Important Factor In The Decision To Get Food There	◄------						------►	Was Not At All Important In The Decision To Get Food There	
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1	(58)
b. Speed of service	10	9	8	7	6	5	4	3	2	1	(59)
c. Their price range	10	9	8	7	6	5	4	3	2	1	(60)
d. They have unique or original food	10	9	8	7	6	5	4	3	2	1	(61)
e. Kids like it	10	9	8	7	6	5	4	3	2	1	(62)
f. Nice place to go	10	9	8	7	6	5	4	3	2	1	(63)
g. Friendly people/service	10	9	8	7	6	5	4	3	2	1	(64)
h. The hours they're open	10	9	8	7	6	5	4	3	2	1	(65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1	(66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1	(67)
k. Their variety	10	9	8	7	6	5	4	3	2	1	(68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1	(69)
m. The size of the portions	10	9	8	7	6	5	4	3	2	1	(70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1	(71)
o. Convenience of location	10	9	8	7	6	5	4	3	2	1	(72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1	(73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1	(74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1	(75)
s. Food quality	10	9	8	7	6	5	4	3	2	1	(76)

(77-79)-
(80-4)

SECTION V

Complete this section only if you "Had dinner at a self-service cafeteria or buffet." (Found in Section I, Question 1d).

Please provide these details on ONLY THE MOST RECENT TIME you had a dinner which fit the above description.

1. What day of the week was this dinner occasion? **(CHECK *ONE* BOX)**

1 ☐ Sunday
2 ☐ Monday
3 ☐ Tuesday
4 ☐ Wednesday
5 ☐ Thursday
6 ☐ Friday
7 ☐ Saturday
(10)

2. What time of day did you arrive at the self-service cafeteria or buffet? **(CHECK *ONE* BOX)**

1 ☐ 4 to 5pm
2 ☐ 5 to 6pm
3 ☐ 5 to 7pm
4 ☐ 7 to 8pm
5 ☐ 8 to 9pm
6 ☐ 9 to 10pm
7 ☐ After 10pm
(11)

3. When did you make the decision to go there? **(CHECK *ONE* BOX)**

1 ☐ Less than an hour before going there
2 ☐ One to two hours in advance
3 ☐ On the same day, but more than two hours in advance
(12)
4 ☐ A day or more in advance
(13-14)-

4. How much time did you spend at the self-service cafeteria or buffet in total? **(CHECK *ONE* BOX)**

1 ☐ Less than 10 minutes
2 ☐ 10 to 20 minutes
3 ☐ 20 to 30 minutes
4 ☐ 30 to 45 minutes
5 ☐ 45 minutes to 1 hour
6 ☐ 1 to 1 1/2 hours
7 ☐ 1 1/2 to 2 hours
8 ☐ Over 2 hours
(15)

5. How many people were in your party, including yourself? Total:________ (16-17)

# of adults:________ (18-19) # of children age 12 or under:________ (20-21) # of children age 13 to 17:________ (22-23)

6. What was the name of this self-service cafeteria or buffet? **(WRITE IN)**:______________________ (24-25)

7. Which **one** of the following **best** describes the establishment you listed in Question 6? **(CHECK *ONE* BOX)**

(26)-

01 ☐ Fish/Seafood
02 ☐ American
03 ☐ Oriental
04 ☐ Italian
05 ☐ Other Ethnic
06 ☐ Barbecue
07 ☐ Steak
08 ☐ Hamburger
09 ☐ Sandwich
10 ☐ Chicken
11 ☐ Pizza
12 ☐ Cafeteria
13 ☐ Family/General Menu
14 ☐ Other (Specify):______________
(27-28)

8. What is your best guess of the total dollar amount that your party spent for that dinner? **(WRITE IN)**

$______________ (29-31)

9. Did you use a coupon or any kind of special offer for that dinner?

1 ☐ Yes
2 ☐ No
(32)

10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to eat dinner at the self-service cafeteria or buffet on the evening you just described. Just circle a number between 1 and 10, where "10" means **very descriptive** or **"right on,"** and "1" means **"not at all descriptive," "does not apply at all."**

(33-46)-

	Very Descriptive	◄						►	Does Not Apply At All		
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1	(47)
b. I/we just had a craving for something different, something I/we didn't have at home	10	9	8	7	6	5	4	3	2	1	(48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1	(49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much....................	10	9	8	7	6	5	4	3	2	1	(50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1	(51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1	(52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1	(53)
h. I/We wanted the easiest thing available--the option with the least hassles	10	9	8	7	6	5	4	3	2	1	(54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1	(55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1	(56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1	(57)

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11. Please rate each of the following factors in terms of how much they had to do with your decision to get dinner at the particular place you chose. (CIRCLE ONE NUMBER FOR EACH ITEM, a THROUGH s)

	Was A Very Important Factor In The Decision To Get Food There	◄---						---►	Was Not At All Important In The Decision To Get Food There		
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1	(58)
b. Speed of service	10	9	8	7	6	5	4	3	2	1	(59)
c. Their price range	10	9	8	7	6	5	4	3	2	1	(60)
d. They have unique or original food	10	9	8	7	6	5	4	3	2	1	(61)
e. Kids like it	10	9	8	7	6	5	4	3	2	1	(62)
f. Nice place to go	10	9	8	7	6	5	4	3	2	1	(63)
g. Friendly people/service	10	9	8	7	6	5	4	3	2	1	(64)
h. The hours they're open	10	9	8	7	6	5	4	3	2	1	(65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1	(66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1	(67)
k. Their variety	10	9	8	7	6	5	4	3	2	1	(68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1	(69)
m. The size of the portions ...	10	9	8	7	6	5	4	3	2	1	(70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1	(71)
o. Convenience of location ...	10	9	8	7	6	5	4	3	2	1	(72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1	(73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1	(74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1	(75)
s. Food quality	10	9	8	7	6	5	4	3	2	1	(76)

(77-79)-
(80-6)

SECTION VI

Complete this section only if you "Had carry-out food for dinner: You went to or called a fast food place or restaurant, picked up your food and ate it elsewhere." (Found in Section I, Question 1a).

Please provide these details on ONLY THE MOST RECENT TIME you had a dinner which fit the above description.

1. What day of the week was this dinner occasion? (CHECK *ONE* BOX) (10)

- 1 ☐ Sunday
- 2 ☐ Monday
- 3 ☐ Tuesday
- 4 ☐ Wednesday
- 5 ☐ Thursday
- 6 ☐ Friday
- 7 ☐ Saturday

2. What time of day did you pick up the food for this meal? (CHECK *ONE* BOX) (11)

- 1 ☐ 4 to 5pm
- 2 ☐ 5 to 6pm
- 3 ☐ 6 to 7pm
- 4 ☐ 7 to 8pm
- 5 ☐ 8 to 9pm
- 6 ☐ 9 to 10pm
- 7 ☐ After 10pm

3. When did you make the decision to purchase your carry-out food there? (CHECK *ONE* BOX) (12)

- 1 ☐ Less than an hour before going there
- 2 ☐ One to two hours in advance
- 3 ☐ On the same day, but more than two hours in advance
- 4 ☐ A day or more in advance

4. a. Where did you go to eat the food you picked up? (WRITE IN)

______________________________ (13-14)

b. How much time did you spend eating dinner? (CHECK *ONE* BOX) (15)

- 1 ☐ Less than 10 minutes
- 2 ☐ 10 to 20 minutes
- 3 ☐ 20 to 30 minutes
- 4 ☐ 30 to 45 minutes
- 5 ☐ 45 minutes to 1 hour
- 6 ☐ 1 to 1 1/2 hours
- 7 ☐ 1 1/2 to 2 hours
- 8 ☐ Over 2 hours

5. How many people did you buy food for on this occasion, including yourself? Total:________ (16-17)

# of adults:________ (18-19) # of children age 12 or under:________ (20-21) # of children age 13 to 17:________ (22-23)

6. a. What was the name of the place where you bought this dinner? (WRITE IN)

______________________________ (24-25)

b. What type of place is this? (CHECK *ONE* BOX) (26)

- 1 ☐ Fast food
- 2 ☐ Sit-down restaurant with table service

7. Which one of the following best describes the establishment you listed in Question 6a? (CHECK *ONE* BOX) (27-28)

- 01 ☐ Fish/Seafood
- 02 ☐ American
- 03 ☐ Oriental
- 04 ☐ Italian
- 05 ☐ Other Ethnic
- 06 ☐ Barbecue
- 07 ☐ Steak
- 08 ☐ Hamburger
- 09 ☐ Sandwich
- 10 ☐ Chicken
- 11 ☐ Pizza
- 12 ☐ Cafeteria
- 13 ☐ Family/General Menu
- 14 ☐ Other (Specify):________

8. What is your best guess of the total dollar amount that your party spent for that dinner? **(WRITE IN)**

$____________ (28-31)

9. Did you use a coupon or any kind of special offer for that dinner?

1 ☐ Yes 2 ☐ No (32)

10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to get carry-out food on the evening you just described on the previous page. Just circle a number between 1 and 10, where **"10" means very descriptive or "right on," and "1" means "not at all descriptive," "does not apply at all."** (33-46)-

	Very Descriptive ◄							►	Does Not Apply At All		
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1	(47)
b. I/we just had a craving for something different, something I/we didn't have at home	10	9	8	7	6	5	4	3	2	1	(48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1	(49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much	10	9	8	7	6	5	4	3	2	1	(50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1	(51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1	(52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1	(53)
h. I/We wanted the easiest thing available—the option with the least hassles	10	9	8	7	6	5	4	3	2	1	(54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1	(55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1	(56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1	(57)

11. Please rate each of the following factors in terms of how much they had to do with your decision to get dinner at the particular place you chose. **(CIRCLE *ONE* NUMBER FOR *EACH* ITEM, a THROUGH s)**

	Was A Very Important Factor In The Decision To Get Food There ◄							►	Was Not At All Important In The Decision To Get Food There		
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1	(58)
b. Speed of service	10	9	8	7	6	5	4	3	2	1	(59)
c. Their price range	10	9	8	7	6	5	4	3	2	1	(60)
d. They have unique or original food	10	9	8	7	6	5	4	3	2	1	(61)
e. Kids like it	10	9	8	7	6	5	4	3	2	1	(62)
f. Nice place to go	10	9	8	7	6	5	4	3	2	1	(63)
g. Friendly people/service	10	9	8	7	6	5	4	3	2	1	(64)
h. The hours they're open ...	10	9	8	7	6	5	4	3	2	1	(65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1	(66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1	(67)
k. Their variety	10	9	8	7	6	5	4	3	2	1	(68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1	(69)
m. The size of the portions ...	10	9	8	7	6	5	4	3	2	1	(70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1	(71)
o. Convenience of location ...	10	9	8	7	6	5	4	3	2	1	(72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1	(73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1	(74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1	(75)
s. Food quality	10	9	8	7	6	5	4	3	2	1	(76)

(77-79)-
(80-6)

SECTION VII

Complete this section only if you "Had dinner delivered: Called a fast food place or other restaurant and had the food delivered to you." (Found in Section I, Question 1f).

Please provide these details on ONLY THE MOST RECENT TIME you had a dinner which fit the above description.

1. What day of the week was this dinner occasion? (CHECK *ONE* BOX) (10)

   1 ☐ Sunday
   2 ☐ Monday
   3 ☐ Tuesday
   4 ☐ Wednesday
   5 ☐ Thursday
   6 ☐ Friday
   7 ☐ Saturday

2. What time of day was the food delivered? (CHECK *ONE* BOX) (11)

   1 ☐ 4 to 5pm
   2 ☐ 5 to 6pm
   3 ☐ 6 to 7pm
   4 ☐ 7 to 8pm
   5 ☐ 8 to 9pm
   6 ☐ 9 to 10pm
   7 ☐ After 10pm

3. When did you make the decision to call? (CHECK *ONE* BOX) (12)

   1 ☐ Less than an hour before you called
   2 ☐ One to two hours in advance
   3 ☐ On the same day, but more than two hours in advance
   4 ☐ A day or more in advance

4. a. Where did you eat the food you had delivered? (WRITE IN)

   ______________________________ (13-14)

   b. How much time did you spend eating dinner? (CHECK *ONE* BOX) (15)

   1 ☐ Less than 10 minutes
   2 ☐ 10 to 20 minutes
   3 ☐ 20 to 30 minutes
   4 ☐ 30 to 45 minutes
   5 ☐ 45 minutes to 1 hour
   6 ☐ 1 to 1 1/2 hours
   7 ☐ 1 1/2 to 2 hours
   8 ☐ Over 2 hours

5. How many people did you buy food for on this occasion, including yourself? Total:________ (16-17)

   # of adults:________ (18-19)
   # of children age 12 or under:________ (20-21)
   # of children age 13 to 17:________ (22-23)

6. a. What was the name of the place where you bought this dinner? (WRITE IN)

   ______________________________ (24-25)

   b. What type of place is this? (CHECK *ONE* BOX) (26)

   1 ☐ Fast food
   2 ☐ Sit-down restaurant with table service

7. Which one of the following best describes the establishment you listed in Question 6a? (CHECK *ONE* BOX) (27-28)

   01 ☐ Fish/Seafood
   02 ☐ American
   03 ☐ Oriental
   04 ☐ Italian
   05 ☐ Other Ethnic
   06 ☐ Barbecue
   07 ☐ Steak
   08 ☐ Hamburger
   09 ☐ Sandwich
   10 ☐ Chicken
   11 ☐ Pizza
   12 ☐ Cafeteria
   13 ☐ Family/General Menu
   14 ☐ Other (Specify):______________

8. What is your best guess of the total dollar amount that your party spent for that dinner (without the tip)? (WRITE IN)

   $______________ (29-31)

9. Did you use a coupon or any kind of special offer for that dinner? (32)

   1 ☐ Yes
   2 ☐ No

10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to have dinner delivered on the evening you just described on the previous page. Just circle a number between 1 and 10, where "10" means very descriptive or "right on," and "1" means "not at all descriptive," "does not apply at all." (33-46)-

	Very Descriptive	◄-	-	-	-	-	-	-►	Does Not Apply At All		
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1	(47)
b. I/We just had a craving for something different, something I/we didn't have at home	10	9	8	7	6	5	4	3	2	1	(48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1	(49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much	10	9	8	7	6	5	4	3	2	1	(50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1	(51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1	(52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1	(53)
h. I/We wanted the easiest thing available--the option with the least hassles	10	9	8	7	6	5	4	3	2	1	(54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1	(55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1	(56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1	(57)

11. Please rate each of the following factors in terms of how much they had to do with your decision to get dinner at the particular place you chose. (CIRCLE *ONE* NUMBER FOR *EACH* ITEM, a THROUGH s)

	Was A Very Important Factor In The Decision To Get Food There	◄-	-	-	-	-	-	-►	Was Not At All Important In The Decision To Get Food There		
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1	(58)
b. Speed of service	10	9	8	7	6	5	4	3	2	1	(59)
c. Their price range	10	9	8	7	6	5	4	3	2	1	(60)
d. They have unique or original food	10	9	8	7	6	5	4	3	2	1	(61)
e. Kids like it	10	9	8	7	6	5	4	3	2	1	(62)
f. Nice place to go	10	9	8	7	6	5	4	3	2	1	(63)
g. Friendly people/service	10	9	8	7	6	5	4	3	2	1	(64)
h. The hours they're open ..	10	9	8	7	6	5	4	3	2	1	(65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1	(66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1	(67)
k. Their variety	10	9	8	7	6	5	4	3	2	1	(68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1	(69)
m. The size of the portions ...	10	9	8	7	6	5	4	3	2	1	(70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1	(71)
o. Convenience of location ...	10	9	8	7	6	5	4	3	2	1	(72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1	(73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1	(74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1	(75)
s. Food quality	10	9	8	7	6	5	4	3	2	1	(76)

(77-79)-
(80-7)

SECTION VIII

Complete this section only if you "Purchased freshly prepared carry-out (not frozen) food from a supermarket, convenience store or deli and had that for dinner on the same day." (Found in Section I, Question 1g).

Please provide these details on ONLY THE MOST RECENT TIME you had a dinner which fit the above description.

1. What day of the week was this dinner occasion? (CHECK *ONE* BOX)

1 ☐ Sunday
2 ☐ Monday
3 ☐ Tuesday
4 ☐ Wednesday
5 ☐ Thursday
6 ☐ Friday
7 ☐ Saturday (10)

2. What time of day did you purchase the food? (CHECK *ONE* BOX)

1 ☐ 4 to 5pm
2 ☐ 5 to 6pm
3 ☐ 6 to 7pm
4 ☐ 7 to 8pm
5 ☐ 8 to 9pm
6 ☐ 9 to 10pm
7 ☐ After 10pm (11)

3. When did you make the decision to go purchase carry-out food there? (CHECK *ONE* BOX)

1 ☐ Less than an hour before going there
2 ☐ One to two hours in advance
3 ☐ On the same day, but more than two hours in advance
4 ☐ A day or more in advance (12)

4. a. Where did you go to eat the food you picked up? (WRITE IN)

____ (13-14)

b. How much time did you spend eating dinner? (CHECK *ONE* BOX)

1 ☐ Less than 10 minutes
2 ☐ 10 to 20 minutes
3 ☐ 20 to 30 minutes
4 ☐ 30 to 45 minutes
5 ☐ 45 minutes to 1 hour
6 ☐ 1 to 1 1/2 hours
7 ☐ 1 1/2 to 2 hours
8 ☐ Over 2 hours (15)

5. How many people did you buy food for on this occasion, including yourself? Total:________ (16-17)

# of adults:________ (18-19) # of children age 12 or under:________ (20-21) # of children age 13 to 17:________ (22-23)

6. What was the name of the place where you bought this dinner? (WRITE IN)

____ (24-25)

7. What type of place is this? (CHECK *ONE* BOX)

1 ☐ Supermarket
2 ☐ Convenience Store
3 ☐ Deli (26)

8. What is your best guess of the total dollar amount that your party spent for that dinner? (WRITE IN) (27-28)-

$______________ (29-31)

9. Did you use a coupon or any kind of special offer for that dinner?

1 ☐ Yes
2 ☐ No (32)

10. Now, please rate how descriptive the statements below are of how you felt at the time you decided to get food from a deli, convenience store or supermarket on the evening you just described. Just circle a number between 1 and 10, where "10" means **very descriptive** or "right on," and "1" means "**not at all descriptive,**" "**does not apply at all.**" 33-46)-

	Very Descriptive ◀							▶	**Does Not Apply At All**		
a. I/We felt like I/we deserved a treat or reward	10	9	8	7	6	5	4	3	2	1	(47)
b. I/we just had a craving for something different, something I/we didn't have at home	10	9	8	7	6	5	4	3	2	1	(48)
c. What with meetings, working late, somebody out of town, sports, lessons, and crazy schedules, I/we just wanted to make sure that I/we got something to eat for dinner	10	9	8	7	6	5	4	3	2	1	(49)
d. All I/we wanted to do was get it over with. I/We knew we had to eat something but I/we didn't give too much thought to what it was, nor did I/we care very much	10	9	8	7	6	5	4	3	2	1	(50)
e. I/We were feeling pretty relaxed and agreeable. I/We didn't have very strong feelings about what, in particular, I/we wanted to eat. I/We just went along with someone else's suggestion	10	9	8	7	6	5	4	3	2	1	(51)
f. I/We were in an up mood, a party mood. I/We felt like having fun	10	9	8	7	6	5	4	3	2	1	(52)
g. I/We had something to celebrate	10	9	8	7	6	5	4	3	2	1	(53)
h. I/We wanted the easiest thing available--the option with the least hassles	10	9	8	7	6	5	4	3	2	1	(54)
i. It got too late to cook or do what I/we would have really liked to do for dinner	10	9	8	7	6	5	4	3	2	1	(55)
j. I/We didn't have any energy left	10	9	8	7	6	5	4	3	2	1	(56)
k. I/We felt pressed for time	10	9	8	7	6	5	4	3	2	1	(57)

11. Please rate each of the following factors in terms of how much they had to do with your decision to get dinner at the particular place you chose. (CIRCLE *ONE* NUMBER FOR *EACH* ITEM, a THROUGH s)

	Was A Very Important Factor In The Decision To Get Food There	◄						►	Was Not At All Important In The Decision To Get Food There		
a. Fresh food/ingredients	10	9	8	7	6	5	4	3	2	1	(58)
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h. The hours they're open	10	9	8	7	6	5	4	3	2	1	(65)
i. Their consistency	10	9	8	7	6	5	4	3	2	1	(66)
j. Special deals/coupons	10	9	8	7	6	5	4	3	2	1	(67)
k. Their variety	10	9	8	7	6	5	4	3	2	1	(68)
l. No lines/no waiting	10	9	8	7	6	5	4	3	2	1	(69)
m. The size of the portions	10	9	8	7	6	5	4	3	2	1	(70)
n. Food presentation	10	9	8	7	6	5	4	3	2	1	(71)
o. Convenience of location	10	9	8	7	6	5	4	3	2	1	(72)
p. Comfortable seating	10	9	8	7	6	5	4	3	2	1	(73)
q. Cleanliness	10	9	8	7	6	5	4	3	2	1	(74)
r. Value for the money	10	9	8	7	6	5	4	3	2	1	(75)
s. Food quality	10	9	8	7	6	5	4	3	2	1	(76)

12. Just to verify our records, please indicate your age and sex.

AGE: ________ (77-78) SEX: 1 ☐ Male 2 ☐ Female (79)

(80-8)

THANK YOU FOR YOUR HELP WITH THIS STUDY!

PLEASE RETURN YOUR COMPLETED QUESTIONNAIRE IN THE ENCLOSED POSTAGE-PAID ENVELOPE AS SOON AS POSSIBLE.

National Family Opinion, Inc.

08455

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